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# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXVII. NEW YORK, APRIL 26, 1899. No. 4.



BACK COPY

(FROM "PRINTERS' INK" INTERVIEW WITH THE PROPRIETORS OF DR. SCOTT'S ELECTRIC HAIR BRUSH, PUBLISHED JANUARY 16, 1899):

"What kind of advertising has paid you best?"

"NEWSPAPER ADVERTISING. \* \* \* We cover the principal cities, using THE DAILY OF LARGEST CIRCULATION in each place \* \* \* GIVE ME THE PAPER OF GREAT CIRCULATION EVERY TIME."

## THE PHILADELPHIA RECORD

Appends its share of praise:

PALL MALL ELECTRIC ASSOCIATION,

No. 842 BROADWAY.

Sole Depot for North & South America

BRANCH OFFICE.

1002 Chestnut St., Phila., Pa. Jan. 10, 1899.

W W SHAW.

State Manager

BRANIKES  
London, Paris, Brussels, Berlin,  
Vienna, Hamburg.  
Dr. Scott's Electric Hair Brush  
Dr. Scott's Electric Comb Brush  
Dr. Scott's Electric Tooth Brush  
Dr. Scott's Electric Curler  
Dr. Scott's Electric Razor  
Dr. Scott's Electric Shaver  
Dr. Scott's Electric Plaster  
Electric Foot Socks

Mgr., Adv. Dept.,  
Phila. Record.

Dear Sir:-

We have sold a great quantity of DR. SCOTT'S ELECTRIC BELTS, Corsets, Hair Brushes, Insoles, and other electric appliances since we have been advertising in The Record and can trace a large part of the business directly to the influence of your medium.

Very respect. yours,

W W Shaw  
Mgr

Mr. Shaw states verbally that the answers received from "The Record" show that they come from intelligent and prosperous people.

The Largest Circulation in Pennsylvania Pays the Best.

THE RECORD PUBLISHING COMPANY, Philadelphia.

# **Getting** **Experience!**



Getting experience is generally expensive. Wisdom profits by the experience of others.

Advertising in well patronized street cars is neither experimental nor expensive.

Street cars are public necessities, yet each car can carry but a limited number of advertisements. See the connection? Thousands of readers but few subjects to read about. Why not put *your* subject before the multitudes of the street cars? One necessity the medium to help another necessity—the want.

There's a quality in street car advertising service. We give you the best in that quality—the prosperous cities of this great country.

A postal or letter and we'll be with you with particulars.

## **THE MULFORD & PETRY COMPANY,** **STREET CAR ADVERTISING,**

PRINCIPAL OFFICES,  
99 WOODWARD AVENUE,  
DETROIT, MICH.

EASTERN OFFICE,  
220 BROADWAY, NEW YORK,  
ST. PAUL BUILDING.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXVII.

NEW YORK, APRIL 26, 1899.

No. 4.

## A HAYSEED HIT.

ONE MAN'S METHODS OF ADVERTISING FERTILIZERS.

Woodbury, N. J., and its surrounding territory is not the brand new advertising country which some people may suppose it is. This little city of 4,000 inhabitants has its stories of wealth accumulated through the judicious use of printers' ink. Colonel Green, for instance, has accumulated a fortune as a result of advertising August Flower and German Syrup. Down by the depot may be seen the imposing Blasius piano works. From the car windows one can read in flaming letters: "Woodbury Kennels," "Woodbury Stud Farm and Training Stables," and signs of other concerns which are known from the Atlantic to the Pacific and from the St. Lawrence to the Gulf. At Woodbury is the largest and best advertised carrier-pigeon loft in the world. Fancy chickens are other products of Woodbury well advertised. It is a camping place for half a dozen proprietary medicine people who advertise in a small way, and there are abundant rumors that Facial Soap Woodbury intends locating a manufactory there.

The traveler in South Jersey will frequently pass a trainload of mail or wagons loaded with fragrant (?) fertilizers. These fertilizers are manufactured by the West Jersey Mail & Transportation Company of Woodbury. This company is, I think, the best advertised concern in this peculiar line of industry in America, and it is the advertising story of its superintendent, John C. Voorhees, which follows this roundabout introduction.

"Perhaps the most trying period in South Jersey's history was when it was found that the section was purely a trucking country," said Mr. Voorhees. "This meant a comparative absence of animal fertilizers. In those days commercial fertilizers were almost unknown, but with the demand came the supply and soon there were more

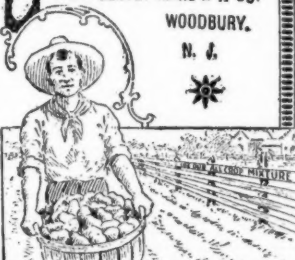
commercial fertilizer manufacturers and agents in South Jersey than in all the rest of the Eastern States. A 'Jersey Sweet' thrown at random would hit at least one fertilizer man. 'Time' was given in all kinds of old quantities—any one could have it for the asking. A man on the verge of bankruptcy would have been satisfied with his credit. There were fertilizer

### SPECIAL Potato Manure

200 lbs.  
RELIABLE  
FERTILIZER

THIS Brand was formulated to meet the demand for a Reliable, Low Priced Potato Manure. It promotes rapid and continuous growth, contains ten per cent of Actual Potash, four per cent Avail, Phosphoric Acid and two and one-half per cent Ammonia. It therefore cannot fail to grow a good crop, and at the same time leave the soil in better condition than it found it.

**WEST JERSEY MAIL & T. CO.**  
**WOODBURY.**  
**N. J.**



men who took it as a favor to take a year's note.

"In those days, even now, in fact,

fertilizer men looked with scorn on printers' ink. The nearest approach to advertising by that medium was by printed rags tacked on trees, and tin, wooden or paper signs placed on fence rails. When the West Jersey Mail & Transportation Company commenced handling commercial fertilizers the members resolved to carry on its sales campaign through newspaper mediums. Our competitors were shocked. They said that plan of procedure would result in our ruin.

"The plan of campaign which we adopted at the time we have followed very closely since. First: We manufactured fertilizers fully equal to any other grades. Second: We hired the very best salesmen to be had. Third: We adopted a plan of approaching the farmer in advance of the salesmen. In one sense the fertilizer business is purely local. For instance, our territory covers all of South Jersey. We advertise in all of the papers in that country during the season, and in some of them all of the time. The space occupied is usually five inches, single column. I write all the advertising matter. I have tried various professional adwriters, but, while their work is good, they don't seem to get in touch with our custom.

"At the opening of the season we send to every farmer in our territory a booklet which contains statements of the virtues of our fertilizers from a chemical standpoint, and the various crops on which the various grades should be used. It also contains statements of the results obtained by their use. Every week during the season we send each farmer a postal card, telling him the story of our fertilizers again, but in a new form. These postal cards are followed by our salesmen, and after they have covered the field we find that we have gained a great many new customers and have retained the old ones.

"Every year we send out a calendar—not one of beauty, but one suggestive of the business and as useful as one of a more artistic character. It is made in the form of our bags.

"As we do not use 'slug acid' in our mixtures they smell comparatively sweet, which we find sells goods. Consequently at the country fairs we present the ladies with a miniature fertilizer bag filled with sachet powder, bearing our ad with the sentence in bold letters, 'It Even Smells Good.'

These are carefully preserved and make us friends.

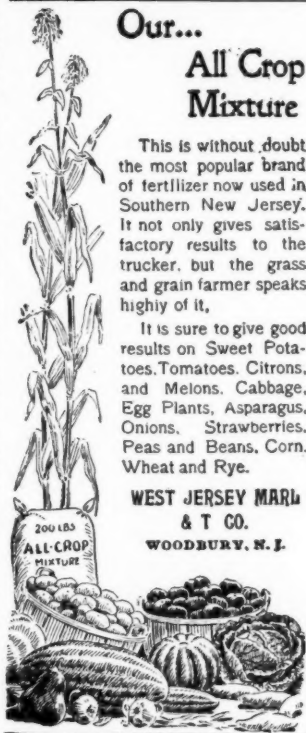
"Our methods of advertising have

## Our... All Crop Mixture

This is without doubt the most popular brand of fertilizer now used in Southern New Jersey. It not only gives satisfactory results to the trucker, but the grass and grain farmer speaks highly of it,

It is sure to give good results on Sweet Potatoes, Tomatoes, Citrons, and Melons, Cabbage, Egg Plants, Asparagus, Onions, Strawberries, Peas and Beans, Corn, Wheat and Rye.

**WEST JERSEY MAIL  
& T CO.  
WOODBURY, N. J.**



paid us, yet we receive but few mail orders direct. The value of the advertisements lies in the increased worth of our salesmen. These men report that when they approach a farmer their work is nine-tenths done. This is gratifying, for the competition among the salesmen is simply killing. Lightning-rod agents are not in it with fertilizer salesmen.

"There is one thing I wish to particularly impress upon you, and that is that our advertising takes its value from the fact that our goods are what we represent them to be, no more and no less. We have never run away with the fallacy that a farmer does not know the difference between a \$40 fertilizer and one that only costs \$25. We have found that the farmer is a

close analyst, and that 'all fertilizers do not smell alike to him.' We have never made the mistake, either, of neglecting an old customer for the sake of making a new one."

Mr. Voorhees told me his story in a modest sort of way, but his particular company is now the leader of them all. It has doubled its business annually for the past decade. Week by week the farmers watch for Johnny Voorhees' ads. FRANK A. HEYWOOD.

#### YANKEE ADVERTISING DODGE.

An ex-collector of customs relates this as among his experiences: "Some years ago and shortly prior to the holidays a man came into the office and said that he wanted to talk with me personally. He looked like an unsophisticated fellow who had come in from the country to try his hand at business, though he had sharp features and a nasal twang.

"Mister," he began when we were alone, 'I'm in a kind of a snarl, and I've come to you because I want to do the square thing. I had a nice lot of Havany cigars shipped to Windsor, thinkin' I could do a stroke sellin' 'em here in Detroit. I had a man there to take care of 'em till I came on, but he, not knowin' nothin' about the law, packs them cigars in a boat and brings 'em over here without payin' no duty. I reckon it was smugglin', but he's honest as the sun, and I hurried right here soon's I heard of what he'd done. Here's a sample of them cigars,' as he held out a box, and I want to say right here that I never had a more delicious smoke. He took me to the little room he had rented and showed me hundreds of boxes on which he paid the duty, and I let the matter drop. It got into the papers, even to my verdict as to the quality of the cigars. Then my honest Yankee made a special Christmas sale, patronized chiefly by ladies who did not care so much about price as they did about the credit of having once selected good goods. He was closed out in no time and disappeared. There was a rank odor in the local atmosphere that Christmas. The cigars were cheap Connecticut fillers and cheaper Pennsylvania wrappers. The cigar he gave me was a 'ringer.' Uncle Sam got money that did not belong to him, but it was an advertising scheme out of which the Yankee made a fat thing."—*New York Dispatch*.

#### IN CHICAGO.

The latest school to teach a profession is the College of Advertising Instruction. Started in an experimental way about two months ago, it has now an enrollment of nineteen students, including salesmen, stenographers, clerks, printers and men in other occupations. The originators of this school claim that advertising is now a business science, and as a science it is capable of being taught. This school is unique; it teaches composition, the use of words, type, display, illustrations, lithography, paper, rates, space and other details involved in the advertising business. Practical talks have been given by Samuel S. Rogers, C. A. Taylor, D'Orsey O'Connor and H. Rosenthal. Mr. Rogers spoke against extravagance in the use of advertising space or language, and Mr. Taylor combatted the current impression that the advertising art is necessarily surrounded by a halo of mystery. Practical demonstrations and object lessons are given by visits through newspaper, engraving, printing and lithographing plants.—*Chicago (Ill.) Herald*.

#### THE "BOUNDING BILLOW."

The *Record* is in receipt of a copy of the *Bounding Billow*, a paper "published at intervals" on the U. S. F. S. Olympia, "in the interests of American men-o'-warsmen." The first numbers of the *Bounding Billow* were printed in Japan ports. When the Olympia was sent to China at the time when war was imminent with Spain and cast anchor in the harbor of Hongkong the *Bounding Billow* made its appearance with the first page in mourning for the loss of the Maine. The issue which contained the account of the battle between Dewey's squadron and that of Admiral Montejó is a work of art. Perhaps the greatest achievement of the *Bounding Billow* in this number was the cut of Manila Bay, showing the position of the ships on the morning of the battle and the course they followed in fighting. It is chiefly remarkable for the manner in which it was made. L. C. Passana, a sailor on the Olympia, made the cut with a couple of sail needles, having nothing better. Following the bombardment of Manila the *Bounding Billow* issued another number, which is even more wonderful, from a typographical point of view. On the first page is an eagle with wings spread, grasping in his talons the Stars and Stripes and the Union Jack. Behind it is a sunburst. Four colors are used in the printing of this page—black, gold, blue and red. It is quite as good work as could be done at any printing office on land having no regular color press.—*Philadelphia (Pa.) Record*.

#### "FIGHTING COLORS."

Under this heading P. C. Darrow, a typographer of Chicago, advertises as follows:

Not to the colors that float at the front of a regiment doing battle would I refer; but to the antagonistic, inharmonious colors often seen in color printing. Some colors, innocent and harmless by themselves or with others of their liking, may be literally said to fight when placed in an unselected company. In the handling of colors as applied to printing inks I am a peace-maker of the most sincere kind. I bring together only such colors as are harmonious and fraternal. No matter what the customer's taste in the matter of colors may be, by skillful blending of them I endeavor to make the colors on each piece of work I turn out fit candidates for the Czar's Universal Peace Commission.



FOR A LAMP STORE.

## WANT AD TALES.

The newest scheme in the direction of calling attention to a newspaper's want columns has been instituted by the *New York Journal*. During the month of February that newspaper advertised thirteen prizes, consisting of one prize of \$300, two prizes of \$50 each and ten prizes of \$10 each for the best accounts of the successful results received from a "Want" advertisement in any of its editions. The competition closed on March 1st, since which time the *Journal* has been publishing the contributions received. These make interesting reading, in spite of, or perhaps because of, a Munchausen flavor that hangs over some of them. To give pupils of the Little Schoolmaster an idea of the kind of stories the competition has brought forth, the following, taken from the issue of Sunday, April 9th, is here reproduced:

A man told me once that money was the root of all evil. I said to him, "Give me plenty of the root." Now I have plenty of the root, and I'm so contented and happy that I don't care who knows it.

I'll tell you how I got it. Two years ago I lost a good, well-paying position. My employers were cutting down expenses and I had to be cut down with the rest of the extravagances. My wife and I were not at all worried. I had a little money laid by, I knew I was competent—I had good letters from my old firm—and I thought I could walk right out almost any day and get a good position. We had comfortable rooms, plenty to eat, good clothes and we knew some very nice people who seemed to like us. I rather enjoyed my idleness for a week or so. I had worked hard for a long time, and my wife and I took a kind of holiday together. We went out to the parks and went sight-seeing in a small way all over town.

Then I started out to look for work. I went to see people I knew. They were all very glad to see me. They all said nice things about my abilities, but they were all "cutting down." I advertised. No answers came. I read every paper in New York—but the *Journal*—and I answered every ad that seemed at all promising. Our money began to dwindle. We took one room instead of two. We laughed and said it was easier that way. My wife said she thought it would be fun to do a little house-keeping, instead of boarding, and we cooked and ate our meals in that one room. We said it was fun—like a picnic all the time.

I went out every day and spent every evening writing letters in answer to the different advertisements. When I went out in the morning I always brushed up and looked the best I could, and my wife always told me I looked too prosperous for a man hunting for work.

She kept my clothes furnished up, and when I met people I knew I talked with them just as if everything was all right. None of our friends dreamed that we were really in danger of being hard up. We had always been economical and thrifty, and my wife has such a way of putting the best foot foremost that every one thought we were very well to do. I got to haunting employment agencies. I talked with men there and at the parks. When I had walked till I was tired out I always went to one of the

little parks and sat down to get time to brace up a little before I went home. The parks are full of men who are trying to "brace up."

My wife began to look anxious. One day she was sitting by the window sewing and the light shone on her head. I saw something shining. I bent closer and saw a gray hair. I noticed that she had been wearing her hair differently for a while. I pushed it back off her forehead, and there on the temples, under the front locks, it was all shining like silver.

She began to laugh, and then she threw back her head and burst out crying. Then the whole story came out.

She had been looking for work, too, but had found none. When I was out tramping the street she was out, walking up and down the city, trying to get sewing or something to do.

She had had charge of the money, and she told me then that it was all gone but one dollar.

Well, we sort of faced things that day. She said that she would get a little something to do somehow, and get money enough to go home to her folks on a visit. They lived up the State, and they wouldn't suspect anything. She hated to leave me, but we both knew it was the best thing we could do.

But we never could get enough money together to pay her way home. We pawned everything we had and lived on one meal a day, and that was not a very big one.

I had been out of work fourteen months. One day a neighbor came in and showed me a *Journal*. There was an advertisement in it:

WANTED—For temporary work a double entry bookkeeper who has had experience in a public accountant's office.

I had answered so many advertisements and found nothing that I'm afraid I wasn't as grateful to the neighbor as I ought to have been.

To tell the truth, we had just to cents left in the house—and we hadn't one thing we could raise one cent more on.

I wasn't going to waste two cents on a stamp. But that night my wife came up behind me when I was sitting with my head on my hands. She put a pen into my hand.

"Try this time, dear," she said, "just for me."

So I did. I mailed the letter before I went to bed.

The very next afternoon the postman brought me a letter. It was from the advertiser and asked me to call at once.

I went. I was so weak and so nervous that I could scarcely talk, but I managed to answer the questions some way, and I got the situation.

When I went home I ran the last two blocks. I guess people thought I was crazy. I was—almost. My wife heard me coming up the stairs, she caught me when I came in the door. "You needn't speak, dear," she said. "I know. I heard you come in the door. Let's be thankful—oh, let's be thankful." This happened in April, 1898. I began at \$15 a week. Now I'm making, on an average, \$40. Things are coming my way now. My wife wears her hair as she did when she was a bride—and it isn't turning white, either.

And my friends all tell me I always was a lucky fellow. But if it hadn't been for that want ad in the *Journal* I don't believe my luck would ever have found me. A. J. SOLER.

197 Garfield place, Brooklyn.

## LEARNED SOMETHING.

J. H. McCarthy, the son of Justin McCarthy, who is lecturing on Omar Khayyam, says that after a lecture in Brooklyn one of the hearers thanked him for his exposition of the Persian poet's work, and added: "I never before knew the difference between Omar Khayyam and Hunyadi Janos."—*Ad Sense*.

The  Sun.

**HAS MORE READERS  
IN GREATER NEW YORK  
THAN  
ANY OTHER NEWSPAPER  
AND A  
LARGER NUMBER  
OF FIRST-CLASS READERS  
THAN ALL THE OTHER  
NEWSPAPERS PUBLISHED  
IN  
NEW YORK COMBINED.**

## MORALIZINGS FROM THE QUAKER CITY.

The *Carriage Monthly* of Philadelphia publishes the following interesting article:

No man knows, or can know, what is the best method of advertising any particular thing. Methods can only be judged of by their results, and the circumstances may be such that the same results will not always follow any given method. As a general rule, however, we believe that a half-page advertisement kept continuously before the public in a good position, in a well chosen advertising medium, is better than a full page published half the time in one periodical and half in another.

The latter somehow conveys the impression that the advertiser is experimenting, and that he makes these frequent changes because he is not quite satisfied that he is doing the best thing, whereas in the former case there is produced the impression that the person advertising has adopted a fixed policy, and understands exactly what he wants to do.

We have been told of an eminent attorney who for nearly forty years kept a card like this in a prominent daily and was careful to always have it in the same place on the sheet:

**JAMES STEVENS**

ATTORNEY-AT-LAW

No. 7 Court Street

When he had passed middle life and gotten a large practice, a younger lawyer said to him: "Mr. Stevens, why do you advertise? You already have more business than you can attend to, and yet I notice that you keep your card constantly in the *Town Crier*, and always on the same page. Perhaps you purchased the page, or, it may be, you have so long had it there that the publishers keep it in the place for nothing, on the ground that the paper would look strange without it."

"No," was the reply, "that's not the case. I pay for that advertisement regularly, and have been doing so for more years than you have been in the world. I keep it there for business purposes, and I want it always in that place for reasons that to me are most satisfactory. It is true that I now have

a long list of clients, many of whom have probably come to me on account of that advertisement.

"If I could feel sure that these clients would continue with me, I should have business enough. But I am not sure. Some of them will go out of business, some will move away, some will die, and in various ways the list will constantly become shorter. I must, somehow, secure enough new ones to supply the places of those who leave me, or my practice will be much lessened. Now, how can I best do that? You say that my reputation will bring them, but you are in error. Reputation alone will not produce such results. If I should remove my advertisement, the impression would be that I had all the business I wanted, or else that I had ceased to practice. If I have heretofore gotten clients by an ad which told them that I was in business, why shall I not expect to get more clients in the same way? If I have some reputation, that makes it all the more important that I let the public know I am still in business.

"No, I shall not give up advertising so long as I continue to practice law, but I shall keep my name constantly before the public, and in the same place, so that no man will forget me or conclude that I have retired. If I should only keep my advertisement in half the time, perhaps the other half is just the time when somebody will be looking for me."

We submit that Mr. Stevens spoke wisely, and borrowing from his wisdom we declare again our firm conviction that the manufacturer who either wishes to build up a trade beyond its present volume, or expects to keep it at the same point where it now is, should imitate his example. You may have a good demand for your productions at the present time, but as the years go by your customers will, one after another, drop out, for various reasons, and you will need others to take their places. Competitors will appear on the scene whose productions will be represented as more "up to date" than yours, and in the fierce struggle for business you will need all the advantage that can come from judicious advertising.

WITH the same impartiality with which snowflakes fall alike upon the cottages of peasants and the palaces of kings, a great and popular newspaper enters the homes of the poor and the wealthy in country and town.—*Philadelphia Record*.

THE

**Atlanta Journal**

Offers the best medium for reaching the best classes of people in Georgia and adjoining States.

The circulation of the DAILY JOURNAL averaged during 1898

**30,056 Copies.**

This proves that as a Newspaper it prints the news and meets the demands of the people.

No Daily published in the States of the South has ever attained its circulation or come within ten thousand of it.

It is the exponent of the best thought of the South, patriotic and conservative.

The average circulation of the Weekly is more than 21,000 and is constantly increasing.

**THE JOURNAL, Atlanta, Ga.**

HOKE SMITH, President.

H. H. CABANISS, Business Manager.

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**The S. C. Beckwith Special Agency,**

Sole Agents Foreign Advertising,

TRIBUNE BUILDING,  
NEW YORK.

THE ROOKERY,  
CHICAGO.

## A SAFETY DOCUMENT FILE.

I had a pleasant talk the other day with Mr. E. A. Pettibone in the office of the A. C. Barler Manufacturing

by advertising. He is usually too busy playing checkers behind the stove to trouble himself about sending us an order, and he would rather lose the customer than exert himself that much.

## For Christmas.

Some One in Every Office should have

## A SAFETY DOCUMENT FILE

To keep valuable documents and private papers under lock and key. A perfect indexed pocket system. No other file or scrap-book like it or compare with it. Strong, handsome enameled steel case. Spies-did lock. Two steel keys. Pockets are separate, have metal eyelets, and any one can be removed or others added.

No. 10 2½x11 in. 24 pockets \$1.50 No. 20 4½x11 in. 24 pockets \$1.75

No. 30 7x11 in. 50 pockets \$2.50

Order Now. We pay Express. Money Refunded if not Satisfactory.

A. C. BARLER MFG. CO., 107 Lake St., Chicago.



Company, 107 Lake street, Chicago, concerning his advertising methods.

The company manufactures a full line of stoves. That is its principal business. But it also has on the market several good selling specialties, such as bicycle saddles, safety document files and a few office specialties.

"What mediums of advertising have you found paid you best?" Mr. Pettibone was asked.

"That is not always so easy to determine. I might say that the *Ladies' Home Journal* and the *Woman's Home Companion* have both proved their worth to us."

How about *Munsey's* and the *Cosmopolitan*?

"*Munsey's* did not pay us in 1897 and we did not go into it last year. The *Cosmopolitan* did not pay us last year."

"Do you advertise the year around?"

"No, we advertise our stoves three months in the fall and our line of specialties only during the month of December, for the Christmas trade. We have tried advertising the specialties all through the year, but we found that it did not pay us to do so."

"What class of towns do you find it pays you to reach?"

"We find it pays best to reach the people in places of from 2,000 to 20,000 population. In the large cities there is so much cheap stuff placed on the market by the department stores that it does not pay to appeal to the public with a good substantial article. The department stores will push the cheaper article every time. In the little towns—places of less than 2,000 population—the storekeeper is usually too shiftless to sell a person an article after we have secured him a customer

As long as we can not secure the cooperation of the local merchant, there is no use of advertising in a town."

F. M. TENNEY.

## A BOSTON FAIRY TALE.

One of PRINTERS' INK's Boston readers sends the following curious tale:

The thrilling experience of the man who lived on ten cents a day has been eclipsed by a clever girl who existed a whole year by licking a few postage stamps and directing missives to a few prominent advertisers. She lived upon samples. Keeping a sharp lookout for advertisements in the papers of firms who dealt in edibles she would write them a well-worded, type-written letter, offering to take a commission agency for their products and requesting a line of samples, signing only her initials so as not to divulge her sex. The first concern she arranged with was a firm of tea merchants in the metropolis and luck was with her, for they sent pre-paid by express enough tea to last her six months. Bread and cracker bakers were then written to, and the supplies in this line that came were all right, but not quite to her liking, as most of the brands were of the "health" variety. She one day discovered the advertisement of an establishment that wished to bring their tin meats and soups to the notice of the naval and military authorities, and she forthwith placed her services of the command of the advertisers. A huge quantity of canned stuff came to her in this way, and her food supply was all that a reasonable person without money could ask for, especially as it was long before the disclosures of "embalmed" meats. Her only desire now was for dainties, and the various "orangeade," "minuets tapioca" and "puddene" firms kept her well supplied; and with a few relishes from the big pickle plants she fared pretty well until one day she secured a permanent position on a salary that admitted of a change of diet.

## ADVERTISING NOVELTY SUGGESTION.

A correspondent writes: To get the best results from an advertising novelty it should bear some wording of an informative character, pertinent to the line of goods to which the novelty bears most relation. For example—an advertising novelty in the shape of a fly-killer worded: "This will kill flies—our screens will keep 'em out. To fit any window, 35c., at Brown & Jones," would be much more liable to bring results than would the same article bearing merely the words "Go to Brown & Jones for house-furnishings."

# The Evening Wisconsin.

CHICAGO, March 22, 1898.

To The Evening Wisconsin,  
Milwaukee, Wis.

Gentlemen—During last season I was engaged with the Hobbs Remedy Company in the capacity of commercial traveler, my duties largely consisting in making contracts for advertising with the newspapers. My territory took me into seven States. Aside from contracting for the ads I sold to one druggist in each place, and advertised ahead in the papers and gave away samples from the drug store on a certain day. In your city we made contracts with five English dailies and two German. It is but fair to state that of all the dailies in your city, on inquiries from those who called for samples, we found that by far the greater number had seen the advertisement in your paper.

I also found in traveling through the State of Wisconsin that a large number of druggists had also seen the advertisement in The Evening Wisconsin, which of course proved to me which journal had paid the best. Very respectfully yours,

WM. C. MACK.

MILWAUKEE, November 12, 1898.

To Whom It May Concern—We are pleased to recommend The Evening Wisconsin as the best advertising medium in this city. We have always received the most satisfactory results from advertisements placed in its columns. It has a most desirable clientele which can not be reached by any other paper.

Yours very truly,

WRIGHT DRUG CO.,  
S. A. Eckstein, Sec'y.

MILWAUKEE, November 12, 1898.

To Whom It May Concern—This is to certify that we have always found The Evening Wisconsin an excellent medium for advertising and can honestly state that it has given us good returns. While competition in the advertising field is quite large, we can recommend The Evening Wisconsin as one of the best advertising mediums in our city. This we have found to be our experience in our ten years' business career.

THE A. SPIEGEL CO.

MILWAUKEE, November 12, 1898.

The Evening Wisconsin has given us the best results in advertising proprietary medicines and other goods. Truly yours,

JOHN A. DADD & SON.

MILWAUKEE, November 12, 1898.

To Whom It May Concern—We take pleasure in recommending The Evening Wisconsin, of this city, as being a strictly first-class advertising medium.

Yours truly,

JERMAN, PFLUEGER &  
KUEHMSTED CO.

MILWAUKEE, November 12, 1898.

To Whom It May Concern—This is to certify that I consider The Evening Wisconsin the best advertising medium in the city, being essentially the evening paper.

D. TERHORST.

MILWAUKEE, November 12, 1898.

To Whom It May Concern—It is our opinion, verified by experience, that The Evening Wisconsin is the best afternoon paper as a medium for advertising patent medicines.

LADD & JANSSEN.

MILWAUKEE, November 12, 1898.

To Whom It May Concern—I believe The Evening Wisconsin enjoys the largest circulation as a family newspaper in the city but I KNOW it to be ONE of the BEST mediums for advertising patent medicines.

Respectfully,

DANIEL R. JONES.

MILWAUKEE, November 12, 1898.

The undersigned is and has been a reader of The Evening Wisconsin for many years, and considers the paper one of the best family newspapers published in the State. As an advertising medium it is invaluable.

C. WIDULE,

Druggist and Pharmacist,  
630 Chestnut St.

MILWAUKEE, November 12, 1898.

To Whom It May Concern—We take pleasure in stating that we have been familiar with The Evening Wisconsin for a good many years, and consider it a very excellent advertising medium.

Yours very truly,

DRAKE BROTHERS CO.

MILWAUKEE, November 12, 1898.

To Whom It May Concern—Have always considered The Evening Wisconsin the leading evening paper of the city. As an advertising medium, should certainly say it is 'on top,' compared with the others, as its circulation is more universal.

A. B. RICHARDSON.

## SELLING FARMS BY MAIL.

Over in Philadelphia lives a man who undertook, with moderate capital some six years ago, to build a fortune by selling small farms by mail. This particular man has sold some 20,000 farms, has cleared some \$500,000, and has the credit of creating a dozen farm colonies. D. L. Risley, of Philadelphia, is the man.

Risley's first venture was with 5,000 acres in South Jersey. This land he had divided into 1,000 small farms, and advertised them in the Philadelphia dailies' classified columns as for sale on the installment plan—\$5 down and \$1 a week. The idea took like wildfire, and within a few weeks Risley was compelled to add 20,000 additional acres. Up to date he has developed the successful communities of Pleasantville, Estelle, Milmay, Risley and Thelma in New Jersey, Reigate, Meherrin and Waldorf in Virginia, a small community on Long Island, and at present is selling off 20,000 acres at Chicora, S. C.

"If it were not for the mail orders," says Mr. Risley, "my business would be comparatively insignificant. But from every State and nearly every clime come in orders and money from people who request that we draw a deed 'for the best farm left.' We have many purchasers in Canada who have never crossed the line. These farms have been very popular with naval men. One of the 'men-behind-the-guns' bought his farm while stationed in Africa. His latest remittance was from Manila. As least two deeds to my farms went down with the Maine in Havana harbor. I presume, too, that I had at least one patron on every ship of Sampson's squadron.

"How did I get these customers?" continued Mr. Risley. "Almost entirely through advertising. The agents clinch sales, but the customers are always found through ads. It takes too much time to find prospective farm-buyers in any other way. If a man is inclined toward an agricultural life, or even dreams of it, an ad of ours will draw a letter of inquiry sooner or later. Then we send him other advertisements, various leaflets, booklets, maps, etc., and personal letters. If the inquiry comes from near one of our offices an agent calls. About seventy-five per cent of the sales are made, however, directly by mail.

"I have advertised in nearly every paper in the United States, England and Canada, though the general public hardly recognize me as a big advertiser. I patronize the classified columns, and do not touch any but the leading dailies and the agricultural papers. The answers from the agricultural papers are chiefly in respect to my Southern colonies from dissatisfied Northern farmers. The city ads are answered by the dwellers who find 'Back to the Land' an attractive motto. I spend \$50,000 yearly in the newspapers. In 1897 I published a paper for free distribution, devoted entirely to my enterprises. Sometimes we gave away as many as 100,000 copies. It paid, but the same amount of money spent in other people's papers pays better. My newspaper advertising is re-inforced by leaflets of which we use 250,000 a year; by booklets of which we use 100,000, and maps of which we use as many more. Personal letters are prominent in our plan.

"Many buy farms without any definite idea of living on them. Some buy for those too poor to buy for themselves; others buy to rent to others. Others buy when possessing a little spare money with a vague idea that when hard times come with loss of employment a little farm will form a stable anchor to the windward. Many purchase as a purely speculative gamble."—*Mail-Orders.*

SAID the kindly, yet truthful, friendly critic, "My dear boy, this story will not do at all. It is utterly bad."

"Utterly?" repeated the young author.

"Utterly. It would not even do for a prize story in one of those magazines that you have to subscribe for to enter the contest."—*Indianapolis Journal.*



## WHEN YOU WEAR

### SWEAT SHOP CLOTHES

dissect is hanging round you. Pore-oles of the tailor-made clothes come direct from crowded, dirty, disease-breeding tenements. The average man doesn't know this, but he ought to know it.

Our special feature—

### No Sweat Shop Work

Means that all our garments are made in clean, well-ventilated workrooms in our own store building, where skilled men tailor and expert cutters make

TO YOUR CHOICE

Spring Top Coats \$15.00  
and Spring Suits.

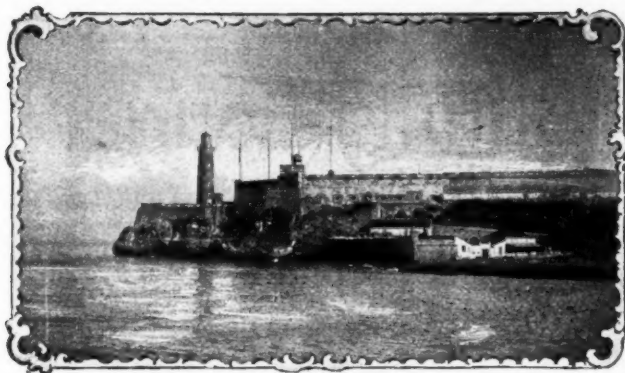
From the best materials of new fabric materials at home or abroad, including the modern shades of Green, Tan, Camel, Navy, Blue, Orange and Tan mixture in Tweeds and Herringbones.

Garments all trimmed with velvet and velveteen collars.

**Cohen & Co., Tailors, 4 Nassau and 40th Sts., N. Y.**  
(Entire Building.)

IN THE ADVERTISEMENT REPRODUCED ABOVE THE IDEA IS WELL BROUGHT OUT BY THE PICTURE.

# The Des Moines Leader



## The Morro Castle

Of Iowa Journalism.

The LEADER is the standard of newspaper valuation in thousands of Iowa homes.

It has withstood the Breakers of competition for over half a century, and in 1899 is recognized as the pre-eminent

## Home Paper of the State.

"IOWA'S BEST DAILY."

**Actual Average 1898—Daily, 17,069; Sunday, 18,732**

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**STRAUSS & DAWSON, Publishers and Proprietors.**

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**NEW YORK OFFICE:**  
**127 TRIBUNE BUILDING,**  
W. WARD DAMON,  
MANAGER.

**CHICAGO OFFICE:**  
**1206 & 7 BOYCE BUILDING,**  
HORACE M. FORD,  
MANAGER.

There is nothing inflated about the advertising rates or the circulation figures of the

# Buffalo Courier and the Buffalo Enquirer

THE COURIER CIRCULATION  
(Morning) *exceeds*

**54,000**

THE ENQUIRER CIRCULATION  
(Evening) *exceeds*

**36,000**

Advertisers in the Buffalo field as elsewhere have learned that there is a wide distinction between claimed circulation and actual circulation. That is why the amount of advertising space used in the COURIER and ENQUIRER exceeds that of any other morning and evening combination in Buffalo.

**W. J. CONNERS,**

PUBLISHER.

**J. E. VAN DOREN SPECIAL AGENCY,**

PUBLISHER'S DIRECT REPRESENTATIVES

# THE NEW JERUSALEM.

THE JEWS IN NEW YORK OUTNUMBER  
THE JEWS IN JERUSALEM AS ONE  
HUNDRED TO ONE.

The letter printed below was recently handed to PRINTERS' INK:

Office of  
THE "JEWISH DAILY NEWS,"  
One cent. Eight pages.  
Daily and Sunday.  
Estab. 1885. Circulation, 30,000.

English and Yiddish.  
The News of the Day in Yiddish.

185 E. BROADWAY, N. Y., Apr. 7, 1899.  
Ripans Chemical Co., City:

GENTLEMEN—We are reminded by the appearance of an editorial in the *Evening Journal* of this date, of an offer made by you to pay one cent per line per 16,000 circulation. If this offer still holds good, we accept. You will please investigate our circulation.

Very truly,

SARASOHN & SON,  
Pub. *Jewish Daily News*.

The apparent absurdity of a Jewish daily paper claiming to print 30,000 copies each and every day attracted the Little Schoolmaster's attention. He determined to look into the matter. With this object in view, he called to his presence Mr. William C. Stuart, a young man who has a good knowledge of the printing trade and not in the habit of swallowing every statement placed before him until he has looked into the merits of it. Mr. Stuart received instructions to visit the office of this alleged curiosity in the way of New York newspapers and learn what the facts really are. In due time he entered upon the commission with which he had been intrusted and below is given his report of what he found:

## MR. STUART'S REPORT.

I sought information regarding the claims of the publishers respecting their several publications. Their letter-head states 30,000 and above 25,000 as the circulations of the daily and weekly respectively.

A printed copy of their daily, the issue of April 8th, claims as follows:

Circulation guaranteed 36,000. Investigation courted. Larger than the combined circulation of the French, Spanish, Bohemian and Italian dailies in New York.

The most recent copy of the weekly at hand, the issue for April 14th, contains the following announcement concerning its circulation:

A consolidation of twenty newspapers. The largest circulation of any Jewish paper in the world. Circulation proven and guaranteed. It represents the interests of a million Hebrews. It reaches a class of people that can not be reached by any other paper.

The American Newspaper Directory (March issue) gives the following

information concerning the papers in question:

**JEWISH DAILY NEWS;** every evening except Saturday and Sunday; Sunday morning; and **JEWISH GAZETTE;** Fridays; Hebrew, (Yiddish and English); independent; daily eight pages 17x22, weekly twenty-four pages 15x22; subscription—daily \$3, weekly \$2.50; established 1874; Sarasohn & Son, publishers. Office, 185 East Broadway. **Circulation—Daily:** Actual average for 1894, 11,373. In 1895, G. In 1896, publishers assert 16,000. In 1897, 2E. Actual average for 1898, 32,489. **Sunday:** Actual average for 1896, 22,375. In 1897, 2C. In 1898, yD. **Weekly:** Actual average for 1894, 18,650. In 1895, F. Actual average for 1896, 21,680; for the first six months of 1897, 25,159. In 1898, yD.

With this matter as a foundation for an investigation I visited the publication office of the paper on East Broadway. It is situated on the south side of the street, in the very heart of the Jewish quarter of New York City, perhaps the most densely populated quarter in the world. In this district a large number of Jews are born, live and die. It is here that we can study typically Jewish characteristics to best advantage. Pedlers' wagons and street vendors selling every kind of merchandise line the sidewalks, blocking your path as you literally force your way through the dense crowd in its frantic endeavor to make you their customer. Everything for a quarter of a mile or so around speaks of things Jewish. The signs on the shops, the conversation of the people on the streets, the appearance of almost every one you meet, stamp this section as the habitat of Hebrews. Amid these surroundings one ceases to wonder how it is that a good Jewish paper of large circulation should thrive here. In this connection it is interesting to note that the Jews as a race, particularly that less enlightened portion that lives in ghettos, are rather exclusive. It is this trait that probably causes them to prefer the paper published in their own language. This language is a mixture of German, Hebrew and other dialects expressed in Hebrew characters and known the world over as Yiddish.

My reception at the hands of the publishers, father and son, was cordial. After some remarks concerning their pleasure at the fact that the Ripans people had accepted their invitation to make a full investigation of their circulation claims, they gave me the entire freedom of the house, requesting me to go where, when and as I liked, to come in and go out as I liked and to ask any and every question I wished

concerning anything I saw fit to inquire about. They appeared really to desire that I should annoy them with questions and examine every account book in their place at my leisure. They really seemed anxious to do everything in their power to aid me.

I was introduced to the bookkeeper, and the entire office staff was authorized to allow me to examine every book as far back as I wished to go.

My investigation having commenced, the following conversation took place with the gentleman in charge of the circulation books:

"What was your circulation yesterday?" I asked.

"Thirty-two thousand five hundred," he replied.

"How was that distributed?"

"By newsboys, carriers, mail-agents; to regular subscribers through the post-office; to agents in Philadelphia, Baltimore, Brooklyn, Newark and New York."

"Let me see your subscription list."

"Here it is."

"How many names have you on it?"

"Well, we had 4,812 on when it was counted yesterday morning. There have been a few corrections since."

I examined the list handed me, which was in the form of a colored sheet containing names in regulation mail-galley style as is used on the Dick mailing system. It contained twenty-four galleys, upon each of which were the following number of names, making a grand total of 4,812 names:

1-260	6-184	11-220	16-200	21-170
2-184	7-241	12-232	17-176	22-150
3-122	8-207	13-349	18-104	23-168
4-200	9-204	14-242	19-208	24-143
5-203	10-221	15-248	20-167	

Nearly every name was to an address out of town, in fact there only appeared about fifty city addresses on the list. The destinations of the out-of-town ones were scattered throughout the United States, though mostly in nearby States.

"What do you mean by mail agents?" I asked.

"We send so many copies every day to every person whose name is contained in this book. They have a demand for the paper in their towns, and we supply them with so many copies regularly to meet the demand. The amounts are constantly changing."

"Will you allow me to examine the book?"

"Certainly. The printing name here,

on the left-hand side of the page, is the agent's name in each district. The number opposite each name, on the right hand, is the number of copies each receives every day. You will notice they are nearly all in nearby towns and States."

The book in question, known in the office as the "List of Mail Agents," showed that there were sixty-eight agents, who receive in all about 2,418 papers daily. Their individual orders for Monday, April 10th, ran as follows:

25	35	100	30	65	10
25	35	10	15	20	50
100	25	10	25	6	15
50	35	20	20	15	30
140	10	15	10	5	5
60	40	5	5	20	40
8	15	5	40	110	50
15	5	5	40	30	200
10	20	160	65	10	80
20	75	35	10	55	4
25	15	55	30	..	15
..	50	..	..	..	10
..	..	..	..	..	25

"What do you mean by express agents?"

"We have an agent in Baltimore and two in Philadelphia who have copies sent to them every afternoon, by express, because it reaches them the same day before the mail, on an average of 2,100 copies all told, divided as follows:

Baltimore .....	400
Philadelphia (1) .....	800
Philadelphia (2) .....	900
	2,100

See, here is the order book and the entry we charge by, for some time past."

"What do you mean by carriers?"

"We have three men who come every day and take so many papers and go around distributing them to regular customers. For instance, we have here the average for the last five days, as follows:

April 5.	April 6.	April 8.	April 9.	April 10.
2,200	1,900	1,800	2,000	2,170
2,200	2,300	1,950	2,100	2,800
1,445	1,625	1,830	1,860	2,100
5,845	5,825	5,580	5,960	7,070

the five totals making a combined amount of 30,280, which divided by five, the number of days, gives 6,056 or about an average of 6,000 a day. Here are the entries from the first of the month till yesterday. They all run alike—5,000, 6,000 and 7,000. We have a man in Newark who comes in at 2 o'clock every day for 600. If you wait to-day you will see him. We have one agent in Brooklyn who comes in and takes 1,850, another in the Eastern District called Brownsville who takes 1,200. In New York City here,

outside the newsboys and carriers, we have two agents. One controls the territory from Houston street to Fourteenth street. He orders 1,100 a day. The other one controls the district above that; that is, from Fourteenth street to Harlem. He orders 4,000 every day."

"How about your newsboys?"

"Well, here is the record of their sales in money. We give them half price, so all you need do is to multiply the amount in money by two and divide by the number of days. Here are the sales for the past five days. The total is \$267.72. Multiply by two and you have 53,544 papers. Divide by five, the number of days, and you have an average of 10,708 copies sold by boys daily."

The sum total of all the figures shown me thus far is as follows:

Subscribers.....	4,812	Carriers.....	6,040
Agents by mail..	2,418	Newark.....	600
Express agents..	2,100	Brooklyn (1)...	1,850
Newsboys.....	10,708	Brooklyn (2)...	1,200
		New York.....	1,100
		New York.....	4,000
Total .....	34,828		

"Now what else can we do for you?"

"Show me your paper bills and post-office receipts."

"I can not do that until later. Mr. Sarasohn has just gone out, and the bills are in his desk, which is locked. I will get them this afternoon. Meanwhile, perhaps, this will interest you."

He here handed me the following letter, which explains itself:

INTERNATIONAL PAPER COMPANY,  
30 Broad Street.  
NEW YORK, Jan. 15, 1899.  
Messrs. Sarasohn & Son, 185 East Broadway, New York:

GENTLEMEN—In keeping with your request we hand you below statement of the number of pounds of paper consumed by you during the first six months that you purchased from the Glen Manufacturing Company, also showing the number of copies of four and eight-page papers which it should produce. Also for the last three months of 1898.

Actual net weight of paper consumed October, November, December, 1898, 13,966 lbs., would produce 309,100 papers, or average daily circulation of 3,662 four-page papers.

Actual net weight of paper consumed January and February, 1891, 11,001 lbs., would produce 244,000 papers, or average daily circulation of 4,784 four-page papers.

Actual net weight of paper consumed March, 1891, 7,985 lbs., would produce 88,500 eight-page papers, or average daily circulation of 3,277 four-page papers.

Actual net weight of paper consumed \*October, 1898, 62,215 lbs., or average daily circulation of 27,640 eight-page papers.

Actual net weight of paper consumed No-

\* No issues on eight days—due to holidays. Actual circulation, 35,319 daily.

vember, 1898, 85,609 lbs., or average daily circulation of 36,611 eight-page papers.

Actual net weight of paper consumed December, 1898, 87,522 lbs., or average daily circulation of 37,184 eight-page papers.

We were somewhat surprised to note your large consumption for October, November and December of 1898, which shows that you have retained the bulk, if not all of the great increase gained during the war.

The writer has gone over these figures personally and knows that they are correct.

Yours very truly,  
INTERNATIONAL PAPER CO.  
John A. Davis.

"What time do you start printing your paper?" I inquired.

"About two o'clock," was the reply.

"Well, as it is now noontime I will go out and return again in time to see it run off." I accordingly returned at two o'clock, and, as no one paid any attention to my entrance, I walked directly into the press-room to take my stand and watch the press print that afternoon's paper. The press is of massive construction, "one of Hoe's best," as Mr. Sarasohn said in the morning. It is a regular Hoe double-decker, feeding from two rolls with one delivery. Its capacity is 24,000 eight-page papers per hour. The stereotypes were molding the forms when I passed through that department, which, as well as the composing room and press-room, were fully equipped to handle a daily paper of eight pages with the circulation claimed.

It was fully 2.30 o'clock before the edition was fairly started. With the delays incident to changing rolls, etc., the press ran steadily for one and three-quarter hours, during which time I stood beside the counter and witnessed its every move in multiples of ten from 0 up to 32,040, which was at 4.15 o'clock, when the edition for the day had been run off. Previous to, as well as at the end of the run, I conversed with several of the pressmen who told me frankly that they never now ran less than 32,000 on the daily, and on the Sunday issue over 33,000. On the weekly they said they ran from 20,000 to 25,000.

During the printing of the edition I had ample opportunity to watch every paper which left the press. No sooner was a hundred counted out than as many hands of newsboys, news women, carriers and agents stretched forth to grasp them. Indeed, it seemed as though the press would have to run all night to supply the demand, so numerous did the number who wanted papers appear. The scene was, indeed, one of great business industry. As I

compared it with other mail-rooms I have visited I must say that this one seemed to show quite as much if not more real hustle, bustle and general good management than even those of the big morning papers I have been in.

During my stay every paper was disposed of except those intended for the post-office. At 4.30, the time I left, there were at least six boys folding, wrapping, addressing and pasting those copies. From the appearance of the pile they were taking papers from, and the size of the mail list, I would judge that they would have none too many to spare, if any. Even the pressman was not sure. He had not even taken his forms off until, as he said, he knew definitely that he had enough printed. Such carefulness was a surprise to me, as pressmen are usually generous in their overruns. I might also add here that this pressman printed down to the very core on each roll. On the strength of my examination I would say that every copy claimed was not only printed, but legitimately disposed of.

I saw the three express packages go out followed by the Newark, two Brooklyn, two New York and three carriers' bundles, as rapidly as they could pack them and hustle the men out.

The men in charge of the mail room received a written order from each person to whom he delivered even a half dozen papers. At the end of the run his pockets bulged out to a considerable extent. In every case the sum paid was stamped on the order.

Going up to the office again, in order to view the paper bills and post-office receipts, examination showed that they received and used on both daily and weekly about forty-two rolls of paper a week, each roll weighing about 500 pounds and measuring 33½ inches in width. Figured out, with the aid of a practical knowledge of the paper and printing business, I secure these results: One roll of 500 pounds, 33½ inches width, has a capacity of 8,125 eight-page papers size of the daily. One roll has a capacity of 2,708 twenty-four page papers size of the weekly. It would take daily about 4½ rolls on the daily to print 32,000 eight-page papers and 5 rolls on the Sunday issue. Total for 6 days being 27½ rolls. For the weekly it would take 10 rolls for the main sheet of the paper and about 13¼ rolls for the English supplement of two pages, making

12 rolls in all, allowing for waste, of which there is considerable on a web press. It would seem that these figures prove their statement as to using 42 rolls a week.

The post-office receipts showed that on the 10th, that is Monday the mail amounted to \$7.67 net, which with wrappers would be near enough to the number of subscribers claimed to be regarded as accurate.

I was also shown the express receipts of the United States Express for the two packages for Philadelphia and the one for Baltimore, amounting to \$1.50.

"What about your returned copies?" I asked.

"We have none. We don't want any. There is too much trouble and bother connected with their handling. When we sell papers to agents we allow an additional five per cent discount to cover returns. In this way we have no returns."

"Do you know how many your agents do not sell?"

"No, I don't, and I don't care to. I do not really think they have many returns. My five per cent is not a great allowance, and if they were getting stuck on returns they would be complaining to me about it. I have no complaints, therefore I judge they have no returns to speak of."

"How about the Sunday issue?"

"The circulation on it is only about a thousand or so more than every day. It is nothing to speak of. We are not blowing about it particularly. It doesn't cut any ice."

"How about the weekly?"

"We do not really care to talk regarding the weekly. It is going down steadily, and no effort of ours can stop it. Every day we are taking names off the weekly list by request and adding them to the daily. I think Mr. Rowell knows pretty much what he is talking about when he says that the weekly as a newspaper is dead. I agree with him. I suppose ours will be out of existence five years from now. We are now printing on it about 20,000 or 25,000. When it comes to giving us advertising because of the quality of its circulation we will take it, but when it is a matter of a big circulation in order to secure the order we will have to drop out. No effort of ours can revive it. It is dying. So are they all. The weekly is of the past. The daily is the paper of the present and of the

future. It is the paper we are pushing and can offer advertisers the best value in. No, we do not care to speak regarding the weekly's circulation."

Before going away I had a conversation with both publishers, in which they said as follows:

"We have made, as you see by the books, quite an advance in circulation during the year. The increase was, of course, in part due to the war, but not altogether. We in those days at times printed as high as 40,000 copies on some days. Yes, I distinctly remember several days during the Santiago campaign that extras and all our sales ran up to 40,000. As a rule we printed 36,000 to 38,000, according to public events occurring. After the war we realized the drop must come, and we simply waited for it to come and reach rock bottom. We then took hold and began pushing our circulation. When it was 26,000 we said nothing. Now that it is 32,000 we are blowing about it a little. We have plans under way by which we confidently expect to increase our circulation considerably, indeed I will feel disappointed if by January next we have not 40,000 readers, and by April next 50,000. There is a great field for a good Jewish daily in New York City. Why, do you know there are upwards of 500,000 Jews in and around New York, and a total of a million and a half in America? They are thrifty and industrious. They have wants and are governed by the influences of the country. The majority of these people look to a paper published in their own language, the *Jewish Daily News*, for the information of the day. With the aid of typesetting machines, stereotyping outfit and a perfecting press and selling our paper at one cent, we see no reason why we should not forge straight ahead."

In conclusion Mr. Sarasohn said: "If there is anything further we can do for you, let us know. I am glad you are convinced that we are printing 32,000 papers. I believe that is what you came to find out. Your methods of examination have been very thorough and the result very pleasing to us. We will call on you for a testimonial, which I suppose you will take pleasure in giving us."

WM. C. STUART.

Mr. Stuart obtained permission to print his report in these columns and

hopes it will be found a sufficient testimonial to the surprising merits of the *Jewish Daily News*. If the *News* does not actually print over 30,000 copies daily it has been adroit enough to draw the wool over one of PRINTERS' INK's most careful pupils—and the Little Schoolmaster refuses to believe that such a thing would be possible.

#### LARGE SPACES.

There seems to be a tendency among large concerns to use large spaces. In such advertisements as those of Hood's, Ayer's, Unecda Biscuit and the *Saturday Evening Post*, massive effect seems to be the end which is aimed at by the advertiser. Such ads are difficult for the public to get away from. A larger percentage of the readers of newspapers will see these ads than would see the ordinary newspaper ads which are being used by general advertisers. The local advertising in a newspaper is so predominating as to make it difficult for the general advertiser to get attention unless he uses some strong measures. The large advertisements which are run every now and then for Paine's Celery Compound, Ripans Tabules, Stuart's Dyspepsia Tablets, and some other proprietary articles, are also massive and strong.—*Advertising Experience*.

#### ROLLED CATALOGUES.

There is one item connected with the mailing of booklets and catalogues that is probably more generally slighted than any other, and that is the wrapper. It is a blunder to roll a catalogue. Advertisers seem to forget entirely the fact that their book must reach the hands of the prospective customer in such shape as not to have lost one iota of its attractiveness. They, in spite of knowing from experience that rolled catalogues almost invariably are a disagreeable nuisance even though they arrive intact and are not torn in opening, will persist in sending out their own books rolled. They will spend thousands in the preparation of an expensive book, and then to save a few dollars, they will mail their book protected in the poorest possible way.—*Advertising Experience*.



FOR A TRUNK AND BAG STORE.

THE  
Average Daily Circulation  
OF THE  
**NEWARK**  
**EVENING NEWS**

*For the Three Months of 1899  
was as follows:*

<b><u>January,</u></b>	<b>-</b>	<b><u>42,146.</u></b>
<b><u>February,</u></b>	<b>-</b>	<b><u>41,508.</u></b>
<b><u>March,</u></b>	<b>-</b>	<b><u>42,022.</u></b>

This statement is net, samples, overs, returns, etc., being deducted.

The NEWS is a high-class, two-cent afternoon newspaper, which covers Newark thoroughly, together with that large and prosperous community of towns and villages in the country contiguous.

[NEW YORK ADVERTISING AGENT:

R. F. R. HUNTSMAN, St. Paul Building.

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## SOME DAILY PAPERS IN IMPORTANT CENTERS REVIEWED FROM AN ADVERTISER'S STANDPOINT.

### HOW THE AMERICAN NEWSPAPER DIRECTORY SEES THEM.

#### CHICAGO, ILL.

The *News*, an evening one-cent paper, with an actual issue of over 275,000 copies, is without question the best daily in Chicago from an advertiser's standpoint; and it is also probably true that, considering the rate charged for advertising space the *News* would, from the same standpoint, be regarded as the best daily in America.

The *Record* is second only to the *News*, and has a daily issue of over 220,000 copies. It is issued in the morning. What is said for the *News* as an evening paper applies to the *Record* as a morning paper. Its rate for advertising, in proportion to circulation, is even less than the *News*. It has no Sunday edition.

The *Tribune*, the oldest daily in Chicago, has a prestige and hold upon intelligent and wealthy people which entitle it to be classed as one of the few dailies valued by advertisers, more for the class and quality of its circulation than for the mere number of copies printed. It is often asserted of the Chicago *Tribune* that it is the best American newspaper. The publishers have never made known its circulation, but it is believed to be entitled to the highest rating in the American Newspaper Directory—A (exceeding 75,000). The *Tribune* is sold for two cents, and has a Sunday issue.

The *Journal* probably has the next place in point of circulation. The publishers' statement for 1897 showed an actual average of 104,174 copies, but no report for 1898 having been received, it is thought that the present average of *Journal's* circulation may not be much less than the maximum value of the letter rating B (75,000) accorded in the latest issue of the American Newspaper Directory. It is issued in the afternoon and is sold for one cent. In age the *Journal* is next to the *Tribune*, having been established in 1844; but its style and service appeal to the patronage of a different and somewhat inferior class of people.

The *Times-Herald*, issued every morning, is sold for two cents. The publisher has always been reticent as to its circulation, and no definite facts are to be had concerning its actual output. It is a well conducted paper and has a fair advertising patronage. It is not regarded as a very pronounced success as a newspaper enterprise. It is the impression in this office that the Directory rating B (exceeding 40,000) is a fair estimate of its yearly average circulation.

The *Inter-Ocean* claims to have considerably increased its circulation during the past year, but the publishers fail to file a statement showing its actual output for an entire year. It is thought that the *Inter-Ocean's* present average circulation may be somewhat in excess of the maximum value of the Directory rating C (40,000), representing its estimated circulation for 1898. Its advertising patronage is fair. Its Sunday issue probably exceeds the week-day editions by about 10,000 copies.

The *Chronicle*, also issued every morning and sold for two cents, is now in its fifth year of existence. The publishers have not made a definite statement of its actual issues since its first year. It probably comes seventh in point of circulation among the Chicago dailies, and it is thought that the Directory rating, B (exceeding 40,000), is a near enough estimate of its average issue.

The *Evening Post* is the only afternoon pa-

per sold for two cents. Unlike the other evening papers it has a distinct clientele among the financial and mercantile class. Its circulation is naturally small, and the Directory rating, E (exceeding 12,500), is considered to be a fair estimate of its actual output.

The *Democrat*, formerly the *Dispatch*, published in the afternoon and sold for one cent, has gone through many changes during the past few years, and nothing very definite is known at this office about its circulation. Probably the minimum value of the Directory rating, C (20,000), is a high enough estimate of its actual output.

The *Drovers' Journal* is published at the Union Stock Yards; it is a live-stock market paper, and circulates among people engaged in that trade. Its actual daily average circulation for 1898 is reported to have been 37,149. The accuracy of this rating is not questioned.

The *Sun* is also published in the afternoon at the Union Stock Yards, also known as the South Side, and is sold for one cent. It has a local circulation of F (exceeding 7,500) according to the American Newspaper Directory.

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#### ST. LOUIS, MO.

The *Globe-Democrat*, published every morning, is entitled to first consideration among the St. Louis dailies. It is a well-conducted newspaper, and the publishers have always made known its circulation definitely. In the latest edition of the American Newspaper Directory it is credited with a larger circulation than any other daily in St. Louis. It is well patronized by local and foreign advertisers. According to publisher's statement its actual average issue for 1898 was, daily 96,695, Sunday 108,861 copies.

The *Republic*, published every morning, has always been looked to as a desirable advertising medium. It is the oldest newspaper in St. Louis. The publishers always have accurately stated its circulation. Their latest statement was for the year ending with September, 1898, and showed an average of 77,606 daily, 91,537 Sunday, which is believed to be absolutely correct.

In the matter of number of copies printed the *Post-Dispatch* claims a high place among the St. Louis dailies. It is published every week-day evening and Sunday morning. It is intended to reach the "masses" and seems to be adapted to their needs. The publishers' statement for 1898 showed an average daily circulation of 96,321, including Sunday. It is well patronized by local and foreign advertisers.

The *Chronicle* probably has the second place among the evening dailies in St. Louis in point of circulation. Its style and character seem to appeal to a class of readers who are to be clothed and fed and have a preference for sensational news service. Publishers' report for 1897 showed an average of 82,130 copies per day; but as no definite report was received for 1898, it is thought that a later statement will show a lower average than the figures accorded for 1897.

The *Star* is probably entitled to the consideration of advertisers as an evening paper of influence and character. It appeals to the patronage of an intelligent middle class and has made a practice of issuing definite statements

concerning its circulation. Its average issue for 1898, daily, is stated to have been 77,247 copies, Sunday, 65,319 copies.

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#### BALTIMORE, MD.

The *Sun* is a well established, ably conducted and influential paper, and is by all odds the leading daily in Baltimore. It has a fixed hold upon a large class of readers who have become habituated to it and can not be brought under the influence of another paper. It is run on principles of a generation ago and has become notable for features that are peculiarly its own; excellent, although old fashioned. Though the only two-cent paper in Baltimore, it has a larger sale than any other. It is widely read in and around Baltimore and as far west as Pittsburgh. Only once during the history of the *Sun* have the publishers made known its circulation, and that was in December, 1894, when they stated to the American Newspaper Directory that the smallest edition during that year had not been less than 66,432. Its present circulation is probably about 40,000 copies. Some of the *Sun's* characteristics are that it will not break column rules for advertisers or admit full-face type in its pages or allow illustrations or cuts.

The *Herald* probably holds the second place among the Baltimore dailies in point of circulation. It is conducted on up-to-date principles, and it is fair to say that it evenly divides the one-cent morning field with the *American* as far as quality of patronage and influence are concerned and somewhat exceeds it in the number of copies sold. The publishers of the *Herald* have been more willing to state circulation definitely and in detail than any other Baltimore daily. Its last circulation statement, covering the year 1898, showed a daily average of 33,499. This is believed to be absolutely true.

The *American* is the oldest daily paper in Baltimore and one of the oldest in America. It is a well conducted, clean, one-cent daily, with an established clientage among a good class of readers. In point of quality and influence the *American* may probably be given a place next to its only two-cent contemporary in the city, but as to circulation it probably holds the third place among the Baltimore dailies. Its publishers have now and then claimed to issue as many as 40,000 copies daily, but have persistently neglected to make statements with sufficient definiteness to satisfy the average foreign advertiser. It is reasoned from this fact that such a definite statement, if made, would discredit the offhand claims set up from time to time. It has long been considered to be a fair advertising medium, however, and to reach a substantial class of readers.

The *News* is probably entitled to first consideration as an evening paper in Baltimore. Like all the other dailies in Baltimore, except the *Sun*, it is sold for one cent. It claims to be the "home paper" of an intelligent middle class. Since its price was reduced in November, 1897, from two cents to one cent, there has been a marked increase in its circulation. The publishers' statement shows an actual average for the year 1898 of 31,886 copies, and is believed to be correct.

The *World*, one of the two afternoon dailies in the city, is a penny evening paper of the sensational order. It claims the second largest circulation in Maryland. The American Newspaper Directory accords it the fifth place. It appeals to the poorest, the classes that buy little beyond the actual necessities of life. Its circulation in 1898 is estimated to exceed 20,000. The publishers for some years failed to make detailed reports, and it is thought on that account that the rating by the Directory is fully as high as facts will warrant.

#### CINCINNATI, O.

The Cincinnati *Enquirer*, published every morning in the year, is one of the best known as well as one of the oldest dailies in the Middle West. Its selling price is five cents a copy and naturally can not boast of a circulation as large as that of the one-cent evening papers in the city. And yet what quantity it lacks in circulation is made up by the peculiar quality of its readers. It has been said to be the best paying newspaper property in the United States. In the American Newspaper Directory the *Enquirer* is distinguished as one of the very few newspapers in the country that are valued by advertisers more for the class and quality of their circulation than for the mere number of copies printed. The publishers have been generally reticent as to its actual output, but it is thought to be not much beyond the minimum value of the letter rating C (20,000) accorded in the latest edition of the American Newspaper Directory. Its Sunday issue is much larger.

The Cincinnati *Times-Star* is a one-cent evening paper of large circulation. It reaches the industrial or middle class. It is conducted on modern ideas. The publishers' latest report, covering the year 1898, showed an average issue of 153,778 copies daily. The correctness of these figures is not questioned.

The Cincinnati *Post* is also an evening paper sold for one cent, and credited in the American Newspaper Directory with a larger issue than any other paper in the city. The publishers' itemized report for 1898 showed an average output of 155,132 copies. It appears to be adapted to the needs of a class of people who buy little beyond the necessities for subsistence and have a preference for sensational news service.

The *Commercial Tribune*, a combination of some older papers, but only in its third year under the present organization, is issued every morning and sold for three cents. It appears to be intended to reach the business people of the middle class. It has been once an influential paper, but very little information appears to be ascertainable about its character and circulation at the present time. The Directory rating D (17,500-20,000) is thought to be a liberal estimate of its present output.

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#### WASHINGTON, D. C.

The *Evening Star* is the leading daily in Washington. It has by far the largest issue of any morning or evening paper issued at the National Capital. It is sold for two cents and is highly valued by advertisers for the class and quality of its circulation. It has always pursued the practice of making its circulation known with caretaking exactness. The publisher's statement for 1898 showed an actual average issue of 33,149 copies.

The *Post*, issued every morning, is probably next to be considered by an advertiser for its influence and circulation. It is sold for three cents. The publisher has been conservative or timid about making public its actual issue. The Directory rating, however, C (exceeding 20,000), may be considered a rather liberal estimate of its yearly average edition. The Sunday issue probably exceeds the daily by about 10,000 copies.

The *Times* is issued morning and evening on week-days and Sunday morning. It is the only paper in Washington sold for one cent. It claims the largest edition in the city, but its statements of circulation combine both morning and evening issues, thus to some extent counting a subscriber twice. The publisher's statement for 1898 showed an edition of 49,233 copies per day. The Sunday issue is credited in the latest edition of the American Direct-

ory with an actual average issue for 1898 of 21,204 copies. It is gaining in importance, as is the case with most of the one-cent dailies the country over.

#### MILWAUKEE, WIS.

The *Evening Wisconsin* is the leading newspaper in Milwaukee and in the State. It is distinguished in the American Newspaper Directory as one of the very few papers in the country that are valued by advertisers more for their quality of circulation than for its mere quantity. It is the only evening paper in Milwaukee sold for two cents. The publishers have for several years allowed its circulation to be accurately known. Their latest statement for a year ending with June, 1898, showed its actual average edition to have been 18,340 copies. A more recent circulation statement might not show as high an average, but a slight decrease in its output would not materially reduce the estimate put upon its value as a desirable advertising medium.

The *Milwaukee Journal*, also an evening paper, probably has the second largest circulation in Milwaukee. The publishers fail to make known its yearly average issue in a definite form. It is, however, estimated by the American Newspaper Directory to exceed 12,500 copies daily. It appears to have a constituency among what is known as the "middle class," and is considered a fair advertising medium. The *Journal* is sold for one cent in the city, two cents outside of the city, and five cents on trains.

The *Milwaukee Sentinel* is the oldest daily and the only English morning paper in Milwaukee. It is entitled to the consideration of advertisers as a well-conducted morning paper of dignity, character and influence. It is sold for two cents. No definite statement of its actual issues appears to be obtainable from its publishers, but it is thought that its yearly average would fall somewhat below the maximum value of the letter rating F (12,500), accorded in the latest edition of the American Newspaper Directory. In quality of circulation it probably ranks as high as the *Evening Wisconsin*.

The *Milwaukee Daily News* is sold for one cent. The publishers' reports as to its actual output are uniformly vague and unauthentic, but it is thought that its yearly average issue is probably quite near the maximum value of the letter rating G (7,500), accorded in the latest edition of the American Newspaper Directory.

The *Daily Germania Abend-Post* claims, and is believed to have, the greatest part of its circulation in Milwaukee. It is sold for one cent, and reaches the middle class of German-speaking people. Milwaukee is the most German of the American cities; but it is thought that, as a rule, German-Americans may be reached through papers printed in English. The correctness of the Directory rating of the *Germania Abend-Post*—average for 1898, daily 20,120, Sunday 20,008—is not questioned. It is certainly the largest daily issue in the city. The people of Milwaukee may be reached by using the *Evening Wisconsin*, *Germania Abend-Post* and *Milwaukee Journal*.

#### MINNEAPOLIS, MINN.

The *Minneapolis Journal*, issued in the afternoon, is probably the leading paper in Minneapolis in point of influence and quality of circulation. It is sold for two cents and is well patronized by local and foreign advertisers. The American Newspaper Directory credits it with an average issue of 40,679 for 1898, based on publishers' statement, which is believed to be true. It is considered to be a desirable medium for advertising.

The *Minneapolis Tribune* is issued in four

editions, one in the morning and three in the afternoon. In point of circulation it leads all the dailies in Minneapolis and St. Paul. It is credited in the latest edition of the American Newspaper Directory with an average weekday issue for 1898 of 50,287, which is guaranteed by the publishers of the Directory under a forfeiture of one hundred dollars. It has a fair advertising patronage, and probably reaches more people in Minneapolis than any other paper. Its Sunday edition is credited with an issue of exceeding 20,000.

The *Minneapolis Times* is a two-cent morning paper and has the largest morning issue in Minneapolis. The latest circulation report from the publishers was for a year ending with September, 1898. It showed an average output of 30,855 daily, 41,518 Sunday. No later statement having been received from its publishers, it is thought that a circulation statement for a year ending with a later date would not indicate a larger average. Its advertising patronage is fair. Local merchants are said to rate the *Times* second in advertising value among Minneapolis dailies. From a foreign advertiser's point of view the position of the *Times* is probably third.

#### SAINT PAUL, MINN.

The *Saint Paul Dispatch* is credited in the American Newspaper Directory with a larger evening circulation than any other daily paper in Saint Paul or Minneapolis. It is entitled to first consideration by advertisers among Saint Paul dailies. It is a well conducted, up-to-date newspaper. The publishers have regularly stated its actual issues in a definite form, and the Directory rating for 1898, average for the year 41,618, is absolutely true.

The *Saint Paul Daily Pioneer Press* is the oldest daily in Saint Paul, and is credited in the American Newspaper Directory with the largest morning circulation in Saint Paul or Minneapolis. Its publishers for the first time since 1894 furnished the American Newspaper Directory with a detailed statement of circulation for the year 1898, indicating an average issue of 32,719 copies. It is specially valued as an advertising medium for the quality of circulation. It is said to be the paper of the wealthiest and most substantial people in its field. Its Sunday edition, with an average issue of 28,845 for 1898, is said to have a larger city sale than its week-day edition.

The *Saint Paul Globe* is the only Democratic paper in Saint Paul or Minneapolis. It claims the largest morning circulation in the city, but this claim is not sustained by any definite statement of its actual output. The latest statement issued by its publishers was for the year 1897, and showed its average issue to have been 17,844 daily. Definite information for 1898 not having been received at the Directory office, it is thought that the maximum value of the Directory letter rating D (17,500) is a high enough estimate of its present output.

#### LOUISVILLE, KY.

The *Courier-Journal* is one of the best known papers in the country. It claims and is admitted to be the leading newspaper of the Southwest. It is one of the very few papers distinguished in the American Newspaper Directory as valued by advertisers more for the class and quality of their circulation than for the mere number of copies printed. It is sold for three cents. In 1896 the publishers stated the smallest issue during that year to have been daily 17,073, Sunday 29,500. No report of circulation has been made since. The Directory ratings, representing its estimated average for 1898, daily E (exceeding 12,500) and Sunday C (exceeding 20,000), are probably consistent with its actual output.

The Louisville *Times* is an afternoon paper issued from the *Courier-Journal* office and sold for two cents. It is well patronized by local and foreign advertisers. It claims and is believed to be entitled to first consideration in the local field. The publishers' report of its average issues for 1898 was 33,400 copies, which is believed to be true, and by far the largest of any daily in Louisville.

The Louisville *Commercial* has a prominent place in the local morning field. It is a three-cent paper, and appears to be gaining in popular favor. Is the second oldest daily in Louisville and claims the largest morning circulation in the city, but has not made to this office a statement of a sort that would substantiate it. The Directory rating for the daily and Sunday editions, F (7,500-12,500), is thought to be a fair estimate of its actual output.

The Louisville *Dispatch*, the youngest of Louisville dailies, is published in the morning and sold for three cents. No statement of its yearly average issues has been made by the publishers to this office since its birth in 1897, though from time to time it has set up off-hand claims of large editions. The Directory rating, daily F (exceeding 7,500), Sunday E (exceeding 12,500), is thought to be a liberal estimate of its actual yearly average output.

The *Evening Post* is a two-cent afternoon paper, and has the appearance of a paper intended to reach the industrial class. The publishers for many years have not had much to say about its actual output, and it is thought that the maximum value of the Directory rating G (7,500) is a liberal estimate of its yearly average issue.

#### SCRANTON, PA.

The *Times* is the only paper in Scranton that is sold for one cent. It claims to have the largest circulation of any daily in that city, reaching the middle and industrial classes. It appears to be well patronized by local and foreign advertisers. It is the oldest daily in the city. The rating accorded in the American Newspaper Directory, actual average for 1898, 12,272, is believed to be absolutely true.

*Truth*, a two-cent afternoon paper, is thought to come next in point of circulation. Its publishers have not made a definite statement of its actual issues since 1892, during which year it was said to have been 10,000 copies daily. It is sold for two cents, is independent politically and is generally admitted to be the leading paper in the city. For several years the publishers of the *Truth* have claimed "largest daily circulation outside Philadelphia and Pittsburg," but have failed to state definitely the number of copies upon which the claim is based. The maximum value of the letter rating G (7,500) accorded in the latest edition of the American Newspaper Directory is thought to be a fair estimate of the *Truth's* yearly average circulation. Its advertising patronage is good.

Of the two morning papers the *Tribune* is thought to lead in point of circulation. It is a two-cent paper, and the largest circulation ever claimed by its publishers was 10,000 in 1893. Since that time no definite statement of its circulation has been made and the Directory rating G (exceeding 4,000) is considered to approximately represent its yearly average.

The *Republican* is also a two-cent morning paper. Very little is known about its actual circulation. The latest information issued by its publishers was a printed affidavit received at the Directory office in June, 1897, and referring to the paper's circulation from July 1, 1893, to November 1, 1894. It is the impression in this office that the maximum value of the letter rating H (4,000) accorded in the latest edition of the American Newspaper Directory

is not too low an estimate of its present circulation.

#### WILKESBARRE, PA.

The *Record* is the leading paper in Wilkesbarre. It is a well-conducted and prosperous daily. Its publishers have always accurately stated its circulation and the paper is well patronized by local and foreign advertisers. The latest report from its publishers shows an actual average for 1898, 11,395, which is believed to be absolutely true. The *Record* is the oldest paper in Wilkesbarre.

The *Leader*, an afternoon paper, fails to convey definite information about its circulation. At times its publishers have made suggestions appearing to claim a higher rating than the one accorded in the Directory, but not in such a way as to convey a definite idea of its actual issues. In point of influence and circulation it probably is entitled to second place in the list of Wilkesbarre dailies, and the maximum value of the letter rating H (4,000) may not fall short of the actual yearly average of its daily issues.

The *Times* is also an afternoon paper. The publisher's detailed statement for 1897 showed a daily average of 4,293 copies, it being the only definite statement received in many years. No information whatever was furnished for the year 1898, and it is thought that a later statement from the publishers would show a much smaller average than the figures accorded for 1897.

#### CARBONDALE, PA.

Carbondale, with about ten thousand population, is only sixteen miles distant from Scranton, and the daily papers of the latter city naturally reach a considerable portion of its people. The *Leader*, however, is believed to have a distinct clientele in its town and to some extent in what is known as the Lackawanna Valley. The publishers have not reported its issues since 1896, when it was reported to have been 2,223 average for the year. It is the impression that a later statement would fail to show quite as large an average as the figures accorded for 1896.

#### PITTSBURG, PA.

The *Gazette* is the only paper in Pittsburg, a town of over 10,000 inhabitants, situated almost midway between Wilkesbarre and Scranton. Naturally the daily papers of the two larger cities reach a considerable portion of its population with the latest news of the day. But as a local paper the *Gazette* seems to be entitled to consideration. It, of course, has all the local advertising, being also patronized to some extent by foreign advertisers. No definite statement of its circulation has recently been made by the publisher, but it is thought that its present yearly average does not probably fall much below two thousand.

#### EVANSVILLE, IND.

The Evansville *Courier*, published in the morning, is entitled to the consideration of advertisers for the class and quality of its readers. It is a well-conducted daily, and probably has the largest output in Evansville, and is said to be the leading daily in Southern Indiana. Its local and foreign advertising patronage is good. No definite information has been obtainable from the publishers concerning its actual issues. The Directory rating G (exceeding 4,000) is thought to be a fair estimate of its yearly average edition. Possibly it is rather too liberal, and on that account discourages the publishers from making a detailed report.

The *Evening News* is the only evening paper in Evansville. It appears to be a live local

paper and one intended to reach the industrial class. The publishers have furnished no information concerning its circulation since 1895, when it was said to have been 4,600. Its present Directory rating, G (exceeding 4,000), is thought to be a liberal estimate of its actual output.

The *Evansville Journal*, issued in the morning by the Journal Company, who also publish the *Evening News*, is the oldest paper in Evansville. It appears to belong to the third place among the local dailies and second in the morning field. No definite information as to its actual issue has been given by the publishers since 1895, when it was said to have been 2,200 copies average for the year. The present Directory rating, I (exceeding 1,000), is probably a near enough estimate of its yearly average issue.

#### PARKERSBURG, WEST VA.

The Parkersburg (West Va.) *Sentinel*, published in the afternoon, is the only paper in the place that definitely states its actual issues. Its circulation has constantly increased since 1895, and its average for 1898, according to publisher's detailed statement, was 1,698 copies, which is believed to be absolutely true. It is a two-cent daily and reaches a larger number of people in Parkersburg by far than any other paper.

The *State Journal*, an afternoon paper, is the oldest daily in Parkersburg. It claims and probably is the leading paper in the State in point of influence and of class of clientele and is thought to have the second largest circulation in Parkersburg. The publishers have constantly refused to make its actual issues known by any definite statement. Its yearly average is probably not far above the minimum value of the letter rating I (exceeding 1,000) accorded in the American Newspaper Directory.

The *Daily News* is the only morning paper and the youngest daily in Parkersburg. The publishers fail to state its yearly average cir-

ulation. It is the impression that the minimum value of the letter rating I (1,000) is a liberal estimate of its yearly average output.


#### MARIETTA, O.

The *Daily Register* is the only paper in Marietta credited in the American Newspaper Directory with a circulation rating exceeding 1,000 copies. It appears to be a live paper and well patronized by local and foreign advertisers. In 1896 and 1897 the publishers had asserted its circulation to have been over 1,450 and 1,700 respectively, but they failed to make any sort of a statement for 1898. Its present average output is thought to be below that claimed by the publishers for 1897.


#### READABILITY.

In all advertising matter readability is a *sine qua non*. If an advertisement has half a dozen lines or as many thousand it must be so written that people will read it without an effort. In the novels which are written for popular reading, the author generally endeavors to interest the reader from the very first page, or else he knows that a great many people will not take the trouble to go on reading. One of the reasons why some do not get on with Scott's novels is that they find the task of reading the preliminary matter before coming to the incidents is too much for their patience. The same lesson should be learned in advertising. Interest your readers from the start, and then they will continue, but if they have to plow their way through a lot of tedious and uninteresting details, they will never hear the story that you want to tell them.—*The British Printer*.

The person who buys advertising in a newspaper has the same right to know what its circulation is and where it goes as a person does to know the weight, quality or quantity of any commodity sold over a merchant's counter.—*Chester (Pa.) Times*.



**You're** burning the candle  
at both ends,  
when you use soap  
with **PEARLINE**.  
**PEARLINE** does all  
that soap  
can do and more besides.  
Soap with **PEARLINE**  
is extravagance; so is  
too much **PEARLINE**.

*Millions*  *Pearline*

## WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars."—*Psalm cxvi.*, 11.

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as *coming FROM HIM*. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said in its favor*. What he does say, however, ought to be true—*absolutely*.

## DELAWARE.

Wilmington (Del.) *Every Evening* (2).—The circulation of *Every Evening* last week (April 10th) was 9,000.

## FLORIDA.

Pensacola (Fla.) *News* (2).—The *News* is the best advertising medium in Western Florida. It guarantees double the circulation of any other Western Florida paper. Try an advertisement in its columns and be convinced.

## GEORGIA.

Moultrie (Ga.) *Observer* (2).—Official organ of Moultrie and Colquitt County. Guaranteed circulation of over 1,400. Circulates in six counties. Best advertising medium in Southwest Georgia.

## ILLINOIS.

Chicago (Ill.) *Breeders' Gazette* (1).—Has started out to give its readers and advertisers a circulation of 1,500,000 copies for the year 1899. This is the acknowledged leader among all the live stock publications of the United States. It pays uniformly well in all lines because it reaches always the most intelligent and prosperous of the farming populace. The circulation for the month of February was as follows: February 1, 27,000; February 8, 27,000; February 15, 27,000; February 22, 27,250. In this ratio we shall easily reach the aggregate referred to above. Nothing but paid circulation is counted.

Moline (Ill.) *Journal* (2).—The Moline Retail Merchants' Association, an organization representing the retail mercantile interests of the city of Moline, Ill., at a meeting held on the evening of February 7, 1899, passed unanimously a resolution praising the Moline *Journal* for its fidelity to the trade interests of the city of Moline, and extending to the proprietor of the *Journal* a vote of thanks. The Moline *Journal*, under its present management, has been greatly strengthened in public esteem and circulation value by its upright business methods and intelligent editorial management. As extensive users of its advertising columns, the Association can testify that as a medium the *Journal* is without a superior in Rock Island County.

## INDIANA.

Indianapolis (Ind.) *Farmers' Guide* (1).—The best results in advertising are achieved by using the best papers. The best paper to reach the Indiana poultry men is the *Farmers' Guide*. It is a live, up-to-date weekly, devoted to agricultural and live stock interests.

## IOWA.

Clarinda (Iowa) *Journal* (1).—For the year 1898 the actual average weekly circulation of the *Journal* was 2,049. For the three years of

## EXPLANATION.

(1) From printed matter emanating from the office of the paper and used in connection with its correspondence.

(2) Extract from a letter or postal card.

(3) Extract from the columns of the paper appearing either as advertising or reading matter.

(4) By word of mouth by a representative of the paper.

1896, 1897, 1898 it was 2,040. It is regularly over 2,000 copies.

Clinton (Ia.) *Journal* (2).—The *Evening Journal* has a larger circulation than any other daily paper in Clinton. It has more bona fide subscribers in the city than the *Morning Age* and *Evening Herald* combined. It is the official paper of Clinton, and is the only newspaper between Chicago and Cedar Rapids which has a private wire and operator in its own office. The *Journal's* increase in circulation has been so large in the past three months that it is installing a new press to promptly serve its readers. It is the recognized leader of all Clinton newspapers.

## MAINE.

Bangor (Me.) *News* (2).—The circulation of the *News* during 1898 was greater than that of any other daily in Maine. The largest number of copies printed and sold in a single day was 12,433. The daily average for the year was 7,764 copies. The December totals, 174,713 copies, show an increase of 10,869 over the preceding month, and of 39,588 over January totals of the same year. The business manager of the *News* asserts in sworn statement that these figures are absolutely true and correct.

## MARYLAND.

Baltimore (Md.) *Herald* (2).—A record of March advertising in the *Herald* shows a gain in paid advertising of 336 columns. This exhibit marks the greatest gain in paid advertising ever made by any Baltimore paper in any month in any year. The persistent, successful advertisers of Baltimore say the *Herald* leads the Baltimore papers in results.

## MASSACHUSETTS.

Boston (Mass.) *National Magazine* (1).—In reading, illustrations, general appearance, colored covered pages, and make-up, the *National Magazine* is commanding a first place among popular priced periodicals, receiving thousands of new readers throughout the entire country each month. It is distinctively a publication for the home, and each issue contains reading of much interest to every member of the family.

Boston (Mass.) *Post* (2).—On April 1, 1899, the *Post* was not only the largest paper published that morning in Boston, but contained by far more advertising than any Boston contemporary, and circulated at least 30,000 more copies than any other morning paper published in New England. It has in no sense a special number, and no special effort was made either for advertising or circulation.

New Bedford (Mass.) *Mercury* (1).—An advance of 10 percent in wages in the cotton mill industry of New Bedford goes into effect April 3d. If you are going to advertise in this section use the *Morning Mercury*. 11,800 inches advertising in February, 1899. An increase of 1,555 inches over the same month one year ago.

Worcester (Mass.) *Post* (1).—The *Evening Post* has the largest evening circulation in Worcester. There's another good thing about the *Post*. It doesn't have three or four rates for space. You can buy space in the *Post* just

as cheap as any living man and so can the other fellow if his credit is good. There's no other honest way to sell it.

MINNESOTA.

Minneapolis (Minn.) *Tribune* (1).—The *Tribune*, with its magnificent equipment and mammoth plant and facilities, stands unsurpassed by any daily west of Chicago. It is the only continuous or all-day paper. Its offices are never closed. Besides the daily and Sunday editions, the *Farmers' Tribune* enjoys a large circulation, while the circulation of the *Daily Tribune* has gone past the 50,000 mark.

St. Paul (Minn.) *Dispatch* (1).—The growth of the *Dispatch* has been steady and substantial, climbing up slowly but surely, until today it has a circulation of 40,000 copies daily. A strong feature of the *Dispatch* is its woman's department. It believes that the women are the real advertisement readers, and it accordingly spares no effort to interest them and attract their attention.

MISSOURI.

Liberal (Mo.) *Enterprise* (3).—Our proof of circulation is not confined to simply allowing advertisers to look over our subscription list, but we refer them also to the post-office or "ready print" house, where it would be pretty hard to get help on circulation lying, if we were so disposed. Our guarantee is, as heretofore, backed by a forfeit. If the *Enterprise*, upon investigation, has not the largest circulation of any paper published in West Barton, we will give you a column of advertising for six months absolutely free, which would amount to \$39.

NEBRASKA.

Omaha (Neb.) *Bee* (3).—The *Bee* has more circulation in Western Iowa than any Iowa paper. Use it to cover Iowa.

Omaha (Neb.) *World-Herald* (2).—Every newspaper directory in the United States accords to the *World-Herald* a larger circulation than any other daily newspaper in Omaha or Nebraska. Sworn average circulation of the *Daily World-Herald* (including Sunday) for 1898, 28,596 copies per day. The *World-Herald's* paid circulation is guaranteed by Advertisers' Guarantee Co.

NEW YORK.

Albany (N. Y.) *Poultry Monthly* (1).—It is one of the most thoroughly read periodicals in its especial field. It reaches fanciers and poultrymen generally. Its rates for advertising are low, making it an especially desirable medium for the general advertiser.

Albany (N. Y.) *Press-Knickerbocker and Express* (2).—The *Press-Knickerbocker and Express* is delivered at more homes than all the other Albany daily papers combined.

New York (N. Y.) *Bookman* (2).—The edition of the April *Bookman* was twenty thousand copies. This includes no sample copies, but is a net paid circulation. This is the largest edition we have yet printed, and we believe that no literary magazine in America, made up of original matter as the *Bookman* is, has a circulation approaching this figure. The March issue was entirely exhausted four days after publication, and upwards of 1,500 cash orders had to be refused.

New York (N. Y.) *The American Monthly Review of Reviews* (3).—Published in 1894, 632 pages of paid advertising; in 1895, 772; in 1896, 916; in 1897, 954; in 1898, 1,066. The issues of the past five months have surpassed largely any other issues in the same months of the magazine's history. In the single December issue there were no less than 173 pages; for January, 87 pages; for February, 95 pages; March, 107 pages; and April, 127 pages. The sudden jump this past year was due to two causes: first, the increase of circulation, reaching its height at the beginning of this year; second, the publication of an overwhelming

mass of testimony, "The Experiences of 187 Advertisers," that the *American Monthly Review of Reviews* gives real returns and profitable returns whenever a good advertisement of a reputable business is printed in it.

New York (N. Y.) *American Wine Press and Mineral Water News* (1).—It is the only paper now published that is devoted exclusively to the wine and mineral water interests of the United States. This paper is the recognized organ and representative of the wine-growers, mineral water springs, and bottlers of all kinds of still and carbonated beverages.

New York (N. Y.) *Press* (3).—Read every day by six hundred thousand people.

Syracuse (N. Y.) *Post-Standard* (1).—The *Post-Standard* is now the only morning daily in Syracuse, and the only morning daily of general circulation throughout Central and Northern New York. It is the recognized leading newspaper.

OHIO.

Cleveland (O.) *Leader* (2).—If you can persuade every home in which the *Leader* enters to buy one dollar's worth of goods of you each week, your sales will amount to over \$3,000,000 per year. Advertising in such a medium pays.

Dayton (O.) *News* (3).—The *Daily News* has a larger paid circulation than the *Herald and Press* combined.

PENNSYLVANIA.

Philadelphia (Pa.) *Inquirer* (3).—The *Inquirer*, both daily and Sunday, has a larger paid circulation than any other newspaper in Pennsylvania, and challenges any of its contemporaries to deny this statement.

Pittsburg (Pa.) *The Commoner and Glassworker* (1).—Devoted to the interests of the glass and pottery trades. Largest circulation of any industrial paper in America.

RHODE ISLAND.

Phillipsdale (R. I.) *The Religious Review of Reviews* (1).—This magazine is in the forefront of the religious publications, because its contributors are the leading thinkers and writers in the religious world. It circulates among ministers and church people in all sections of the United States and Canada, reaching the class able to take a two-dollar-a-year publication. A constituency like this brings results to legitimate advertisers.

SOUTH CAROLINA.

Walhalla (S. C.) *Oconee News* (1).—Largest circulation in the county.

SOUTH DAKOTA.

Yankton (S. D.) *Gazette and South Dakotan* (2).—The daily *Gazette* has a sworn circulation of 500, the weekly *989* and *South Dakotan*, a monthly, prints 2,500 each issue. No other South Dakota mediums can give advertisers the same returns as they do.

WASHINGTON.

Spokane (Wash.) *Chronicle* (3).—2,198 new names were added to the *Chronicle's* city subscription list in the 77 days between January 1 and March 31, 1899.

Spokane (Wash.) *Miner and Electrician* (2).—The only mining journal actually reaching the great majority of mining men in Washington, Oregon, Idaho, Western Montana and British Columbia. It has the field to itself. Its claims ably reflect the intense activity in mining development in these States. Its circulation proves it has the confidence of its readers.

TEXAS.

Houston (Tex.) *Deutsche Zeitung und Anzeiger* (2).—This paper and the *Texas Post*, of Austin, will cover the field for German business in Texas.

Jefferson (Tex.) *Jimblecute* (1).—Circulates throughout the great cotton, wheat, iron and lumber region of Texas, West Louisiana and South Arkansas.

## A WISE PUBLISHER.

Reaches 1,800 families every week. }  
 SKIPPACK, Pa., April 15, 1899.

*Publishers of American Newspaper Directory, New York City:*

GENTLEMEN—We are in receipt of your circular of April 1st, setting forth your new system of guaranteeing newspaper circulations. We think it superior to your former system in that a newspaper publisher who puts up his hard cash will surely not imperil it by making an incorrect and unreliable statement of the circulation of his paper.

We think newspapers of large circulation that command considerable foreign advertising should avail themselves of the opportunity thus offered to have their figures guaranteed.

We can not, however, avail ourselves of the opportunity for the reason that, even though we did put up one hundred dollars to guarantee the circulation of the *Montgomery Transcript*, we know that our foreign business could not materially increase. General advertisers, we find, are using the dailies more and more. Those that do use country weeklies (we belong to the latter class) will not pay us the price we charge for space, and as a natural consequence we have but little of the general advertisers' business. We have long since ceased to solicit it, because we find the local field, for every dollar spent in canvassing it, returns fifty dollars to every dollar spent in drumming foreign business. The local advertisers know us, and are thoroughly acquainted with the circulation of the *Transcript*, and we have no trouble to get and hold a very satisfactory line of good paying business. From time to time we revise the statement of our country circulation, and we find it helps us greatly.

If we had a subscription list large enough to attract the business of the general advertiser, we assure you that our check for one hundred dollars to guarantee our figures would already be in your hands. Very truly,

"MONTGOMERY TRANSCRIPT,"  
 Per Eugene Dambly, Bus. Mgr.

## A NEWSPAPER DIRECTORY.

BELIEVES THERE IS ONE HONEST ONE.

Office of "THE EVENING TRIBUNE,"  
 Average daily circulation, 1898, 2,526.  
 Largest circulation between Elmira and Buffalo, 150 miles.  
 HORNELLSVILLE, April 15, 1899.

*Editor of American Newspaper Directory:*

DEAR SIR—I like the style of your Directory. I believe it is honest; have always had fair treatment whether we advertised or not therein. I believe that some system should be adopted that should assure advertisers of the honest circulation of the papers they patronize, and for several years have made detailed honest statements for the American Newspaper Directory. It is manifestly wrong to make the owners of that Directory suffer for the false statements of others.

W. H. GREENHOW,  
 Editor and Proprietor.

## AN ANTEDILUVIAN ASS.

BATAVIA, N. Y., April 14, 1899.

*Editor of PRINTERS' INK:*

The following advertisement has appeared in the *Batavia News* during the past month:

## This Space Unoccupied

Owing to the fact that its owner, A. E. Swanson, is busy turning out handsome Spring Suits and has no time to fill it.

JOSEPH A. GRIMES.

## WANTS THEM ADDED.

NEW YORK, April 14, 1899.

*Editor of PRINTERS' INK:*

Kindly add these few specimens to your gallery of advertising curiosities:

In the April 1, 1899, issue of the *Electrical World and Electrical Engineer*, Montgomery & Co. ask the readers to "send at once for up-to-date tool catalogue for 1898." Not enough that they ask you to send for a '98 catalogue in 1899, the cut which accompanies the text is engraved clearly, "Tool Catalogue, 1897."

In the April *Century* I was struck by the page ad of the General Arthur cigar because in the dark background two men seemed to be lighting their cigars on the white moon. How this illusion could be produced was a problem to me until I found the two men were dead white figures illustrating a full page Jenkinson ad on the back of the leaf.

In PRINTERS' INK of April 12 Bates says of Pinaud's ad "that it is one of the most effective that has appeared recently." It has no charm for me, because the artist has taken the design bodily from *Meggendorfer's Humoristische Blätter*. This German publication seems to have a large circulation in American illustrators' studios.

In another instance of appropriating ideas (who will dare to call it stealing?) you may know better who did the appropriating. I refer to the man reading his newspaper—McCann's Hats uses him on all the elevated stations as a poster, but I remember the time when he was asking contracts for the *Albany Evening Journal* in a quarter-page ad in PRINTERS' INK. DANIEL A. HUEBSCH.

## A DEMONSTRATION IDEA.

BELOIT, Kan., April 17, 1899.

*Editor of PRINTERS' INK:*

We notice an article in a recent number of PRINTERS' INK, stating that Crocker & Robbins, of Galesburg, Ill., had been giving an Impure Food Show with much success. Now we have a plan that we think would work with as much success as did theirs. Our plan is to organize a company of demonstrators and entertainers to make towns of 3,000 and upwards, representing to the local merchant that we are advertising for wholesalers and manufacturers for his benefit. We secure opera houses or suitable halls and erect booths in which each line we carry is represented with demonstrator in charge. We remain in a town one week, billing and advertising until Thursday. Thursday afternoon the doors are opened, giving the exhibition until Saturday evening. Each line is represented with demonstrator, and samples and advertising matter are given out. Songs and specialties will be given on the stage at intervals. Every Friday evening we give our Living Poster Exhibit, in which members of the company will give tableaux of the leading advertisers' posters. No conflicting lines will be carried. We want tobaccos, cereal foods, soups, cocoa and all grocery specialties. We would like to have your opinion of this scheme. Yours respectfully,

MATHEWS & CHUBBIC.

The future of a business that has been established and built up by advertising depends on the judicious continuance of that advertising. Just because a man has made a success, made his name and goods famous from Maine to California, he should not try to economize on his advertising appropriation or discontinue it altogether, believing that thereafter the article will command a trade without the use of printer's ink. It has been tried time and time again, and doesn't work that way.—*The Advertising Man.*

IN BOSTON.

Boston, April 14, 1899.

Editor of PRINTERS' INK:

A bicycle firm is selling many wheels by making this offer, "If you pay us \$75 for a Chainless and become dissatisfied, \$25 will be returned with your choice of our best chain wheel." This is a one-inch catchy ad:

AS YE SEW

So shall ye rip, as the careless woman said when the sleeve of her waist dropped off. Just so making a lawn beautiful to the eye, soft, green and velvety, depends largely on the seed that one sows. Breck's Grass Seed insures a perfect lawn. All other seeds as well can be bought at BRECK'S, 51 North Market Street, Boston.

and the firm says it sells seeds. A hatter made an advertising hit and aided the Harvard College boys to celebrate a recent baseball victory by filling his show windows full of old plug hats all painted a bright red. Lieut. Halpine has petitioned the Board of Aldermen for permission to propel through the streets of Boston a miniature man-of-war with advertisements thereon. The float is to be 45 feet long and the motive power compressed air. A merchant here has a maid at work in a show window washing and ironing money. You can have your bills washed and ironed while you wait, and they go through the ordeal of hot soap suds and a hot flat iron without injury. No charge is made. A wholesale paper house is distributing a placard to hang up in its customers' stores which reads, "A Mistake. All men are not made of dust. Dust always settles. Some men never settle." In one corner is a neat card of the paper house. An ad of a noted ad-writer in New York received in Boston lately was headed, "We want to write your ads and we want to write them bad." A Boston restaurant distributes free large square soda crackers upon which is penciled its bill of fare for the day.

BOWMAN.

A PECULIAR thing about the road to business success is that it runs uphill—if you stop pushing your ball it will roll down.—Bates.

A GOOD READING NOTICE.

The following "reading notice," from the *Chaperone Magazine*, of St. Louis, appears to be well calculated to bring feminine custom:

There is no better appetizer than a morning spent in the purely feminine task of shopping. A woman thus engaged will flit from store to store, regardless of the flight of time until she suddenly realizes it is high noon, and she is dreadfully hungry. She is then just in the right mood to fully appreciate a first-class cafe, like Mrs. Thatcher's, situated as it is in the heart of the shopping district. It is a pleasure to visit this nicely appointed luncheon room.

Everything is so daintily served, and here one finds tender, crisp radishes, cresses and other early spring vegetables, so gratifying to the palate at this season of the year. Delicious ice creams, Charlotte Russe and an endless variety of desserts are attractive features of this cafe. Two things deserve special mention: the prompt service and the cordial and hospitable manner in which Mrs. Thatcher moves around amongst her guests, seeing that all have good attention at the most home-like and popular cafe in the city, 410 North Broadway, for ladies and gentlemen. Open daily from 11 a. m. to 8.30 p. m.

A six course Parisian table d'hôte dinner served every evening from 5 p. m. Sixty cents.

IT'S TRUE

That advertising doesn't pay—unless it's followed up properly.

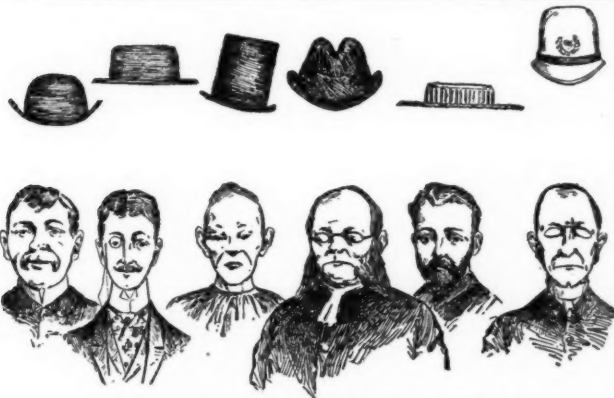
That an advertisement which costs nothing is usually worth nothing.

That no advertising man ever was successful who didn't learn from his mistakes.

That a little fire may start a big blaze—but if you don't keep on feeding it, it'll go out.

That many a man lays a failure, due to loose business methods, at the door of his advertising department.—Plain Talk, Chicago.

THE advertiser has a right to know into how many households and business places his announcement goes, by the same rule that he requires to know, when he buys sugar, how many pounds he receives.—Rome (N. Y.) Sentinel.



Who can give each of these gentlemen his own hat?

A CUT USED BY AN INDIANAPOLIS ADVERTISER TO CALL ATTENTION TO HIS ANNOUNCEMENT.

## LAWYERS.

When I came to the bar, forty-three years ago, very few good lawyers advertised. To-day in the *English Law List*, which is the official organ of the bar of that country, are to be seen the cards of Alexander & Green, Cary & Whitridge, Everts, Choate & Beaman, Parsons, Shepard & Ogden, our own firm, and those of several others in New York. In the *Scottish Law List* for 1898 I notice the names of Alexander & Green, Everts, Choate & Beaman, and Carter, Hughes & Dwight. The *Irish Law List* contains the cards of Everts, Choate & Beaman, and our own. I think the strongest, as it is one of the largest firms in the world, having thirteen partners, is that of Blake, Lash & Cassels, of Toronto, whose card I see in all the foreign law lists and in wellnigh all of our own legal and banking directories. In Canada the large firms all advertise. Of course the advertisement must be a dignified one—merely the card. An ambitious young firm in New York two or three years ago said in an advertisement in a legal directory: "We defy competition." They were so generally laughed at, however, that if they breathe defiance any more, they certainly don't express it in their advertisements. A firm in Salt Lake advertised in Hubbell's Legal Directory as follows: "We are a Godsend to honest creditors, a holy terror to delinquents. Our motto is, 'The Devil take the hindmost man.' We are dandies on stale claims." But the attention of the publishers having been called to it, in the next issue it was suppressed. It is just as legitimate and proper for a lawyer to publish his card, preferably in a legal or banking journal, as it is for a business man to advertise his business.—*W. S. Carter, in Law Students' Helper.*

OCCASIONALLY a bright thing is said in the vaudeville shows. It was at one of these modest resorts quite away from Broadway that an "artist" was perspiring doing his "turn." He stopped at the end of a particularly boisterous and foolish bit of horse-play, mopped the sweat from his brow, and said to the crowd in a confidential sort of way: "I hope you don't think I do this except for the fun there is in it. I don't have to. I could starve!"—*N. Y. Times.*

## Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

## WANTS.

**WEB** pressman wants position. First-class man; can do stereotyping. Will go anywhere. Address "W. P.," care Printers' Ink.

**ADVERTISING** Ideas Wanted. New suggestions on illustrating and writing advertisements for silverware. "MANAGER," Box 753, Meriden, Conn.

**WANTED**—Case of bad health that R-I-P-A-N-S will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.

**MAN** thoroughly posted in all branches of photo eng. seeks position with reliable pub. house or other concern. Reference A1. Address "X. Y. Z.," care Printers' Ink.

**ALL** around newspaper man, reporter, writer, condenser, clipper, proofreader, wants a sit on daily or weekly. Any locality. Nominal salary. **WM. E. JOHNSON**, 167 Fifth St., Detroit, Mich.

**WILL** buy several hundred electrocs; all kinds, new and second-hand. Send proofs and lowest prices. Have some; will sell or exchange. **VINCENT & CO.'S DEPT STORE**, Elkton, Md.

**POSITION** as managing editor on trade paper, hardware preferred. Ten years' experience. Highest references. My articles are widely quoted. Address "B. J. K.," care Printers' Ink.

**WANTED**—Mail order goods, adv. rates and printing. Box 61, Monmouth, Me.

**PERFECT** half-tone cuts, 1 col., \$1; larger, 10c. per in. **ARC ENGRAVING CO.**, Youngstown, Ohio.

**ORDERS** for 5-line advertisements 4 weeks \$10, in 125 Wisconsin newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. **CHICAGO NEWSPAPER UNION**, 10 Spruce St., New York. This price includes **PRINTERS' INK** for one year.

**THE** purpose of Fernald's Newspaper Men's Exchange is not "to get jobs for those who don't succeed in finding employment through the usual channels," but to search out competent and reliable editors, writers and advertising men and recommend them to publishers. For particulars address 21 Besse Building, Springfield, Mass.

**ADVERTISING** man, thoroughly experienced writer, solicitor and manager, at present and for four years past in charge of the advertising of one of the oldest and best known publications in the country, desires to make a change. Correspondence solicited with view to arranging interview. Highest possible references as to character and ability. Address "A. H.," care Printers' Ink.

## SIGN ADVERTISING.

**BULLETIN**, fence and wall. **HUMPHRYS AD-SIGN CO.**, 1227 Market St., Phila., Pa.

## AD EDITORS.

**YOU** send us your copy; we edit and criticize it. Write for booklet. **THE PUBLIC EYE**, Box 413, Madison, Wis.

## BUSINESS CHANCES.

**NOW** is the time to buy or sell a publishing business. Write **E. P. HARRIS**, 150 Nassau St., New York.

## PRINTERS.

**IF** you are a believer in printing that makes a hit, it will pay you to send your order to **THE LOTUS PRESS**, Printers, 140 W. 23d St., N. Y. City.

## SUPPLIES.

**THIS PAPER** is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, Ltd., 10 Spruce St., New York. Special prices to cash buyers.

## ADVERTISING PLATES.

**COLUMBIA** plates print like type, and we can't be beat when it comes to figuring on advertising plates. Enough said. **COLUMBIA PRESS ASSOCIATION**, 150 Worth St., New York.

## NEWSPAPER INFORMATION.

**FOR** latest newspaper information use the latest edition of the **AMERICAN NEWSPAPER DIRECTORY**, issued March 1, 1899. Price, five dollars. Sent free on receipt of price. **GEO. P. ROWELL & CO.**, 10 Spruce St., New York.

## MISCELLANEOUS.

**DOUBLE** entry bookkeeping chart. Sample 25c. Special offer free. **JO'S. U. STEELE**, 2213 Beech Ave., Baltimore, Md.

**"INKOLEUM"** the famous ink reducer, can be made for 10c. a pint; it sells for \$1 a pint. Send 10c. for formula. **G. C. LEN, Findlay, O.**

**COLD** in the head, that dropping in the throat and catarrh are immediately relieved by Instant Cold Relief. Send for free sample. **INSTANT COLD RELIEF CO.**, Boston, Mass.

**WINE** for gentlefolk. We have as good goods as your money can buy. The list is too long to publish, will send it for a postal. **C. E. SWEZEY**, with Brotherhood Wine Co., N. Y. City.

**THE** annual meeting of the stockholders of the **Ripans Chemical Co.**, for the election of Directors and Inspectors of Election will be held in the office of the **Ripans Chemical Co.**, 10 Spruce St., New York, on Monday, May 8, 1899, at 11 o'clock a. m. **PETER DOUGAN**, Secretary.

ADVERTISING NOVELTIES.

**A**D NOVELTIES made by CHICAGO ENVELOPE CLASS CO., Buchanan, Mich.

**W**ATCHES for every purpose, 75c. and up. Cat. free. CANTON CO., Eastport, N. Y.

**L**ETTER opener; nickeled steel; ad stamped on handle. H. D. PHELPS, Ansonia, Conn.

**A**DVERTISING novelties that are novelties. A. S. trash. High grade goods at low prices. Write for samples and catalogue. THE WHITE-HEAD & HOAG CO., Newark, N. J.

**F**OR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

FOR SALE.

**F**OR SALE—Ten R-I-P-A-N-S for 5 cents at drug-gists'. One gives relief.

**\$3,000** WILL buy daily and semi-weekly in city of 30,000 in Middle States; only one other daily in the city. Address "K. P.", care Printers' Ink.

**F**OR SALE—The good-will and plant of the Mount Joy, Pa., HERALD. The office is well equipped with machinery and type, and offers a rare opportunity for a young man to engage in the printing business. Address, MARY E. ROFF-ER, Executrix, Mount Joy, Pa.

**N**EWSPAPER opening in Minnesota to purchase only paper in growing town of 1,500 population in famous "Garden Region." Six quarto, established 12 years, \$3,000 yearly business. Owner's health demands change. \$2,500 cash takes it, including \$600 good subscription accounts. Pleased to give full information to party whom it might suit who would pay cash. Others need not write. "MINNESOTA," care of Printers' Ink.

**P**RINTING business, out of town. Owing to other business the present owners will dispose of large and prosperous plant, including complete and up-to-date bindery, especially adapted to large edition pamphlet work; (is now doing a business of about \$50,000 per annum, with facilities for a much larger output). A few thousand dollars down, balance taken in work. Present owners will turn in work to the extent of one thousand dollars monthly. C. A. COLLINS, 99 Nassau St., New York City.

ADVERTISING MEDIA.

**A**MERICAN HOMES, Knoxville, Tenn.; 1 yr. \$1, including 40-word ad. Disp. 15c. ag. line.

**40** WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

**A**DVERTISERS' GUIDE, Newmarket, N. J., 8c. line. Circ'n 4,000. Close 24th. Sample free.

**S**IGNS that sell goods. The kind we make. Samples free. RONI-MOES & CO., Balto., Md.

**A**NY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

**L**IVE newspaper offices doing job printing can increase their business by monthly card calendars. Samples for stamp. COURIER PUB. CO., Rochester, N. H.

**A**DVERTISERS' cuts and plates. Send us for prices on electrotype or stereotype cuts. Equipment large, facilities first class, workmanship the finest. CHICAGO NEWSPAPER UNION, Nos. 37 to 39 South Jefferson St., Chicago, Ill.

**F**ARM AND TRADE guarantees 15,000 monthly circulation for the year 1909. Home paper of the most prosperous and intelligent farmers and breeders in the South. Advertising rates reasonable and furnished on application. 329 Church St., Nashville, Tenn. (Formerly of Chattanooga).

**A**BOUT seven eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. F. ROWELL ADVERTISING AGENCY, 10 Spruce St., New York.

ILLUSTRATORS AND ILLUSTRATIONS.

**D**ESIGNS and illustrations for every known purpose. E. H. PFEIFFER, 3 Chambers St., N. Y. City.

**W**E have large line of stock cuts for newspaper use, strictly high grade. Get our catalogues. BARNES-CROSBY CO., Stock Exchange Building, Chicago, Ill.

THREE GREAT DAILIES.

**F**OR SALE—One in Illinois; a political and social power; also a big money maker. In a fast growing city. A mint for the owner, \$30,000. One in Wisconsin making nearly \$1,000 a month. A great newspaper. Price, \$35,000. One in Massachusetts; an exceptional opportunity. Price, \$15,000. All on reasonable terms to right men. C. F. DAVID, Confidential Broker in Newspapers, Abington, Mass.

ADVERTISEMENT CONSTRUCTORS.

**J**ONES.

**J**ONES, 42 World Bldg., N. Y.

**M**OSES & HELM, 111 Nassau St., N. Y.

**"A D"ER'S** Primer, 5c. Box 391, Des Moines.

**L**ET me hit off a brisk booklet for you. JED SCARBORO, Brooklyn, N. Y.

**A**DS, booklets etc. Sample ad \$1. CHAS. A. WOOLFOLK, Louisville, Ky.

**P**ATENT medicine pullers. ARTHUR E. SWETT, 23 Hamilton Ave., Chicago.

**W**RITE to CHAS. F. JONES, 42 World Bldg., N. Y., for free booklet explaining his work.

**4** ADS \$1, 13 ads \$5. Trial only—but your money back if wanted. C. ARCHIE DODSON, Clinton, Ky.

**A**LBERT H. SNYDER-CARL P. JOHNSON, advertisers, Suite 1319, Chamber of Commerce, Chicago. Long Distance Phone, Main 67.

**"I**HE only writer of exclusively medical and drug advertising. Advice or samples free. CLYDESS C. MANNING, South Bend, Ind.

**H. I. IRELAND**, 925 Chestnut St., Philadelphia, writes, designs and places ads. "Other Peoples' Opinions" of his work for a stamp.

**D**RUGS are hard to advertise properly, but I've been doing some telling work in that line lately. Four terse, original drug ads as a trial, one dollar. Money back if wanted. C. ARCHIE DODSON, Clinton, Ky.

**O**NE hundred ads that have paid. Eighty thousand dollars' worth of business done during the time these ads were used. These 100 ads sent on receipt of \$1. Address STAR PUB. CO., 34 Connell St., Norwich, Conn.

**I**N McClure's, Munsey's, Cosmopolitan and Review of Reviews you will find examples of my full page and half page magazine ads for the R. & W. Jenkinson Co. ("Pittsburg Stories"). CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

**Y**OU WANT TO INCREASE YOUR BUSINESS, DON'T YOU? Well, without the right kind of advertising you won't do it in a thousand years. The right kind? Write me about it to-day. H. L. BROWN, 50 Broadway, N. Y.

**B**OOKLETS, circulars and other advertising matter prepared free and printed at low rates. Arguments that convince, printing that attracts, prices that please. Winner of several prizes in various contests. Printery established 30 years. Correspondence invited. I can interest you. FRANK E. MOYNAHAN, Danvers Mirror General Printery, Danvers, Mass.

**J**OHNSTON attends to the whole business—writing, designing and printing. I believe I can get up an advertisement or booklet or circular as well calculated to sell goods as any person in the business. I have better facilities than any other man in the land for turning out the finished job. It is all done under my personal supervision. I am always on deck myself. No matter what you may want, write me about it. Send your name on a small postal for a copy of my large postal. WM. JOHNSTON, Manager of Printers' Ink Press, 10 Spruce St., N. Y. City.



Louisville is the best situated and commercial city of the West. It is nearby three large commercial cities of the East and the influences of trade which come from Louisville have made Louisville a most important commercial center.

If it is because of this fact that the advertiser and most effectually will place Louisville on his map.

The papers which will give best advice to the advertiser are:

**LOUISVILLE COURIER-JOURNAL,**  
**LOUISVILLE COURIER-JOURNAL,**  
**LOUISVILLE COURIER-JOURNAL,**

These three editions have the largest circulations of all other papers published in their section of the country.

The boundaries of the South have not hindered the Courier-Journal has achieved a national reputation.

**THE LOUISVILLE TIMES**

THE S. C. BECKWITH & SONS

SOLE AGENTS FOREIGN AND DOMESTIC

Tribune Building, NEW YORK.

THE FAN

THE LOUISVILLE TIMES  
 PUBLISHED WEEKLY

VOLUME 100 NUMBER 1

Three 24 Pages  
 SETTING PAGES

VOLUME 100 NUMBER 1

50c a year  
 (10c a copy)

VOLUME 100 NUMBER 1

LAST YEAR

SPORTING

VOLUME 100 NUMBER 1

# The Famous Papers of a Famous Country.

**The Courier-Journal.**

**MORE THAN DOUBLE THE CIRCULATION**  
OF ANY OTHER NEWSPAPER IN LOUISVILLE

**THE LARGEST CIRCULATION**  
IN THE SOUTH

**34 Pages**

**SECTION 1**

**PRICE THREE CENTS**

**LOUISVILLE, SATURDAY MORNING, AUGUST 30, 1896—TWELVE PAGES**

**The Courier-Journal.**

**SECTION 1**

**PRICE FIVE CENTS**

**LOUISVILLE, SUNDAY MORNING, AUGUST 31, 1896**

**THE TWICE-A-WEEK**

**COURIER-JOURNAL.**

ONE DOLLAR A YEAR.

**Subscription Price For a Short Time, 50c a Year.**  
Get it at once and keep it on the shelf.

**NUMBER 2342**

**LOUISVILLE, SATURDAY MORNING, AUGUST 30, 1896**

**NEW SERIES—\$1.07.**

**LAST EDITION.**

**THE LOUISVILLE TIMES.**

**SPORTING SPECIAL.**

**PRICE TWO CENTS**

**LOUISVILLE, FRIDAY EVENING, AUGUST 29, 1896**

**COMMERCIAL CENTER TO THE MIDDLE SOUTH.**

**CHICAGO, ST. LOUIS AND CINCINNATI.**

**LOUISVILLE BEFORE DISTRIBUTION TO THE OTHER CITIES OF THE SOUTH.**

**COMMERCIAL CENTER.**

**ADVERTISER WHO WISHES TO CULTIVATE THE SOUTHERN MARKET QUICKEST.**

**PUT HIS LIST—FIRST.**

**THE BEST SERVICE FOR THE MONEY EXPENDED ARE THE**

**DAILY, - - - - 25,000**

**SUNDAY, - - - - 32,000**

**Twice a week, 75,000**

EACH PART.

**CIRCULATIONS, AND THEIR INFLUENCE IS FAR IN ADVANCE**

**OF THE COUNTRY.**

**THEIR INFLUENCE OR STANDING, FOR THE**

**REPUTATION.**

**DAILY AVERAGE, 33,405**

**COVERING 1898,**

**SPECIAL AGENCY,**

**FOR ADVERTISING,**

**The Rookery, CHICAGO.**

"'Twas in the Newspaper and all the world now knows it."  
"I awoke one morning and found myself famous."



**W. N. HALDEMAN, President.**  
**HENRY WATTERSON, Editor.**

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

## ADVERTISING RATES:

Classified advertisements 25 cents a line; six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET.  
LONDON AGENT, F. W. SEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, APRIL 26, 1899.

THE fact that a large advertiser is using a certain method is no indication of its value. It may be the very worst plan for another even in the same line.

THE Detroit Engineers' Supply Company puts at the end of each of its ads the words "To be continued," on the theory, so it says, that "advertising is news of business, and it would take a large ad to tell all the news of this firm, so we give the public notice that there will be more good news to come."

THE Montgomery (Ala.) *Advertiser* runs a department about one and a half columns long called "Advertising." The Little Schoolmaster notes that it is made up almost entirely of editorials stolen from these columns, with no credit given. The person who edits this department for the *Advertiser* apparently does not lack discrimination and taste, but he should add to these the honesty to indicate that the matter is not original with him.

THE newest trade journal is called the *Cigar Store*, and devotes itself to the interest of dealers in cigars, tobacco, etc. This is the first journal entirely devoted to the dealers who have hitherto been compelled to be content with slight attention in such journals as *Tobacco* and the *Tobacco Leaf*. It is published monthly at 50 Times Building, New York City, at \$1 a year.

PRINTERS' INK—that masterful text-book on advertising.—*The Mulford & Petry Company, Detroit, Mich.*

THE advertisement that looks the prettiest may be the one that pays the least.

TO PRINT announcements that are not believable is almost an absolute waste of space.

A SLIGHT misrepresentation in a single advertisement may often cast a shadow of doubt over all the advertiser's subsequent efforts, even though these be thoroughly reliable.

THE *Nebraska Editor*, of Beaver City, Neb., is an able man and knows a good many things, but is not able to mention a single newspaper, marked "J K L" in the American Newspaper Directory, that has an average circulation exceeding a thousand copies. He thought he could, but—like the man who attempted making paper out of banana-peels—he slipped up on it.

A REPRESENTATIVE of the New York *Herald* says that in no previous issue of that paper was ever printed so many columns as in its edition for Sunday, April 16th. The same authority also asserts that never before in its history has the *Herald* printed so many as 37½ columns of advertising for one advertiser in one issue. In the issue above referred to the Ripans Chemical Company occupied six and a quarter pages.

PRINTERS' INK will pay one hundred dollars (\$100) to any one who will prove that the daily circulation of the morning or evening *Journal* is larger than that of the morning or evening *World*. PRINTERS' INK will pay one hundred dollars (\$100) to any one who will prove that the daily circulation of the morning or evening *World* is larger than that of the morning or evening *Journal*. PRINTERS' INK will pay one hundred dollars (\$100) to any one who will prove what the daily circulation of the morning *World* or morning *Journal* is, or what the circulation of the evening *World* or evening *Journal* is, or what the circulation of the Sunday *World* is, or what the circulation of the Sunday *Journal* is. PRINTERS' INK will also publish the photograph, if it can be procured, of the man who knows what the circulation of any edition of the *World* or any edition of the *Journal* is or has been at any time during the past week, the past month or the past year.

THE advertisement in a daily is prepared to-day, appears to-morrow, bears fruit next day. In the weekly the time required is more; in the monthly thirty times greater. The daily paper, besides working more quickly, works at a lower price—produces more result at smaller cost in less time.

THE publishers of the American Newspaper Directory have often expressed the opinion that no newspaper man in the United States could be found who would for one moment hesitate to kill the American Newspaper Directory if he had the power and could exercise it in the dark. The position of the publishers of the Directory on this point has, however, been somewhat shaken of late by receiving no less than five responses to an offer made to each of the one thousand four hundred and forty-three papers now accorded a circulation rating in actual figures in the latest edition of the Directory. It was an offer to guarantee the absolute accuracy of the rating in consideration of a cash payment of one hundred dollars. These responses are equivalent to a subscription of five hundred dollars toward sustaining the work of the Directory, and indicate a change of attitude on the part of five leading papers. This action is as gratifying as it is surprising. It would seem almost wonderful if, after thirty years of effort to aid honest newspapers and discourage the circulation liar, the Directory publishers should in the fourth decade of their work actually receive some substantial encouragement and aid from men who conduct the best class of newspapers and make a practice of letting their actual issues be known.

### AN ILLUSTRATIVE CASE.

The editor of the American Newspaper Directory attempts to convey information to advertisers concerning the actual editions or the so-called circulation of newspapers. Some newspaper men aid him in his efforts, more do not. One class with which he has much correspondence in the course of a year he describes in the following paragraph:

Some publishers refrain from furnishing circulation figures, alleging as a reason that their competitors are so unscrupulous they can not attempt to compete with them in lying. The publishers who take this position are, as a rule, the greatest prevaricators in the business. They are mainly to be found in the office of

moribund publications that have once been influential.

A good illustration of the way papers that are more excellent than enterprising sometimes deal with the Directory, and the circulation question is shown below:

**EVENING JOURNAL**, every evening except Sunday, **SEMI-WEEKLY**, Mondays and Thursdays, and **WEEKLY**, Wednesdays; republican; eight pages—daily and semi-weekly 18x24, weekly 20x24; subscription—daily \$3, Saturday Journal \$2, semi-weekly \$2, weekly \$1; established—daily and semi-weekly 1830, weekly 1836; Wm. Barnes, Jr., editor; The Journal Co., publishers. **Circulation**: Largest ever accorded was—daily 11,000 in 1891, semi-weekly 4,536 in 1894, weekly 43,720 in 1896. *Actual average during 1896*—daily **10,654**, semi-weekly **3,561**, weekly **31,525**. In 1897, Y. In 1898, daily **741**, semi-weekly **71**, weekly **7D**. Advertisement.—

ALBANY, N. Y., April 15, 1899.  
*Publishers of the American Newspaper Directory, 10 Spruce Street, New York, N. Y.*

DEAR SIRS—We are in receipt of your circulars announcing that the new edition of the American Newspaper Directory will be issued shortly, and that the circulation statements, in order to secure insertion in the next volume, must be sent in within a short time.

We are disinclined to enter the competition between newspapers in this and other localities regarding circulation ratings, for the reason that a statement by the **EVENING JOURNAL** would compare unfavorably with statements which have been furnished you in the past, and doubtless will be furnished you now by our contemporaries. We do not wish to appear to countenance the ratings given other papers by supplying you with a detailed statement of our circulation, although we have no objection to making such a statement would it show the relative standing which our editions actually enjoy. In the last edition of the American Newspaper Directory the **EVENING JOURNAL** was accredited with a circulation between 4,000 and 7,500. This is an incorrect statement of our circulation. Other newspapers in our locality which do not print, circulate or sell as many papers as the **EVENING JOURNAL** have been accorded circulations almost 10,000 in excess of these figures. We refer you to these facts: The **EVENING JOURNAL** is the only Republican newspaper published in the city of Albany; we honestly believe its circulation to be greater than that of any other newspaper published between New York and Syracuse. For the proof of this we refer you to the newsmen, to the advertisers and to the people of Eastern New York.

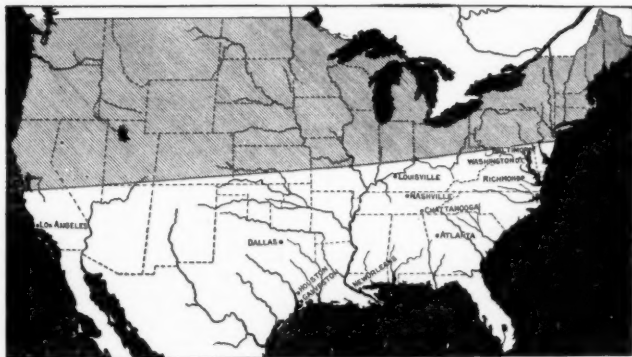
Please insert this letter as an advertisement beneath whatever statement you may make regarding the circulation of our editions. Yours very truly,

THE JOURNAL COMPANY,  
JOHN H. LINDSAY, Manager.

It will be seen that the Albany *Journal* prefers to send to the Directory an advertisement costing (\$24) twenty-four dollars, and conveys no information rather than tell what its actual editions have been, which would be published in the Directory at no cost.

The editor of the Directory says that had Mr. Lindsay named the competitors of whom he has such a low opinion the cases would have been investigated; but as he fails to do so the conclusion in his mind is that Mr. Lindsay is not speaking in good faith.

# PRINTERS' INK. MEMPHIS IS OUT.



"PRINTERS' INK" OFFERS A STERLING SILVER SUGAR BOWL TO THE NEWSPAPER PUBLISHED SOUTH OF A LINE DRAWN THROUGH SAN FRANCISCO, ST. LOUIS, CINCINNATI AND PHILADELPHIA THAT GIVES AN ADVERTISER BEST SERVICE IN PROPORTION TO THE PRICE CHARGED. THE REGION IN QUESTION IS SHOWN IN WHITE ON THE MAP ABOVE, ON WHICH ARE ALSO INDICATED THE CITIES FROM WHICH IT IS PRESUMED THE WINNER MUST COME.

## ONE COMPETITOR ELIMINATED.

THE "COMMERCIAL APPEAL,"  
Daily, Sunday and Weekly.  
The *Commercial*, established 1889;  
The *Avanture*, established 1857; The  
*Appeal*, established 1840—Consolidated  
July 1, 1894.  
MEMPHIS, Tenn., April 14, 1899.

Editor of PRINTERS' INK:

We are in receipt of yours of a recent date in regard to the Sugar Bowl contest, in which you have been kind enough to mention the *Commercial Appeal* as a possible competitor.

There is not much to say in connection with the *Commercial Appeal* that you do not already know. It is the only morning paper in Memphis; is issued daily, Sunday and weekly. Its daily without returns now runs 22,300, the Sunday nearly 27,000 and the weekly (actual paid-in-advance subscription list) 59,500. The territory that the *Commercial Appeal* covers is West Tennessee, northern half of Mississippi, eastern half of Arkansas, with a scattering circulation in Alabama and Kentucky.

Memphis is in the heart of the fertile valley of the Mississippi River. Its location, with 11 lines of railroad centering and the Mississippi River, which is open to navigation the year round, gives it unexcelled facilities for the distribution of a daily paper.

The circulation of the daily and Sunday *Commercial Appeal* is about evenly divided between the city and the country. The strong feature of the *Commercial Appeal*, is that it is wholly a family circulation. Its sales over the counter are very small, and its circulation scarcely ever varies more than 100 a day. It guarantees that its daily has more than three times the total circulation of any other paper published in Memphis, and that in the city of Memphis it has double the circulation of any other paper. We guarantee this and put it on our local contracts, guaranteeing to run adver-

tisements one year free of charge if our claims are not correct. No one so far has questioned the statement or come to claim their free advertising.

This, we suppose, about covers the case. Thanking you again for mentioning us in this connection, we are, yours very truly,

THE "COMMERCIAL APPEAL,"  
W. G. Holmes, Bus. Mgr.

The *Commercial Appeal* charges a yearly advertiser five cents a line for an average circulation of a little more than 20,000 copies. The *Washington Star* charges the yearly or the three months' advertiser only five cents a line for an average circulation somewhat exceeding 30,000 copies. The quality of the *Star's* circulation is just as good as that of the *Commercial Appeal*. It would appear, therefore, that the *Commercial Appeal* stands no chance of winning the Sugar Bowl in competition with the *Washington Star*.

## IN WISCONSIN.

ROCHESTER, N. Y., March 29, 1899.

Editor of PRINTERS' INK:

Will the Little Schoolmaster notice one more hand in the air? What papers would you use in Wisconsin to reach the rural German and Dutch population in the southern half of the State? Very truly,  
W. F. COBB.

This inquiry being submitted to Mr. A. J. Aikens, of the Milwaukee *Evening Wisconsin*, that gentleman suggested the names of the *Acker and Gartenbau Zeitung* and the *Haus und Bauerfreund*, both of Milwaukee.

## THE RELIGIOUS NEWSPAPER AS AN ADVERTISING ME- DIUM.

By J. B. Cranfill, Editor the "Baptist Standard."

PRINTERS' INK has often expressed the conviction that the daily paper is the best of all advertising mediums. In one sense this is perhaps true. In another sense it is far wide of the mark. The daily paper is, as a rule, read hurriedly and casually and then thrown aside forever. Whatever value it has as an advertising medium lives but for a day and perishes when the day is done.

The religious journal has an entirely different and far more permanent value. First of all, it goes into the homes of a special class of readers who believe in it and confide with absolute faith in its statements. Recently this fact has been emphasized more than once in the conduct of our business here. The statement has recently been made by subscribers concerning a certain advertisement published in our columns to the effect that they know the article advertised is all right or else the *Baptist Standard* would not advertise it. The class of people who read the religious journal are above the average both in prosperity and intelligence. Religious papers are not read by the riffraff, but by our sober, solid population.

Moreover, the religious paper lives far beyond the date of its publication. We had occasion to test this very recently. A certain issue published some months ago had been exhausted. We advertised for this issue, and copies of it poured in upon us from every direction. These papers had been kept. Many of them had not only been read, but re-read. In thousands of homes the religious paper is filed, and reference is made to it from week to week through a long series of years. Not long ago a gentleman brought into our office files of a religious paper covering a period of four years. It is thus seen that the religious journal has for its clientele a class much above the average, and that it is not only read, but remains in the home and is often re-read many times.

Another point of importance to the advertiser is that the religious paper is read by many more people in proportion to the number of copies printed than any other. In many communities

the paper passes from house to house, and one copy is read by half a dozen families. Country pastors carry copies of the paper in their pockets from one appointment to another for the purpose of exhibiting special articles on special topics. It thus falls out that the value of the religious paper, in proportion to the number of copies printed and the rate charged for space, is beyond doubt far greater than the value of any other class of publications, with the possible exception of magazine literature and other journals of the more permanent sort.

Another item of great value is that as a rule the religious paper is mechanically far superior in its make-up and execution to the ordinary daily or weekly. Advertising shows to a better advantage in its columns. It is usually printed on No. 1 news or book paper, with book ink, from type, on a flat-bed press, and mechanical results of a superior kind are thus achieved. An advertisement is of no value unless it is plainly printed, and the more attractive it is when printed the more valuable it is to the advertiser. The religious journal, being a weekly, is produced with great deliberation, and there is nothing of the hurry and restiveness incident to the making of a daily paper. This has its value.

I do not discount the fact that in the production of the metropolitan dailies there is great care and neatness, but I think that it will not be controverted that the religious paper excels any and all of them in mechanical execution, and in the attractive presentation of the advertising it carries.

DALLAS, TEXAS.

### COMMENTS BY EDITOR OF "PRINTERS' INK."

Mr. Cranfill makes a good argument. He makes a stronger statement of his case than PRINTERS' INK has seen from any other hand for a long time. The trouble with Mr. Cranfill's paper, and with other religious papers, is not that the quality of their readers is not first rate, not that their subscribers do not value the paper and keep it and read it and lend it and file it. The trouble is much more serious. The advertiser can not find out how many copies are printed. If one look in the American Newspaper Directory to learn Mr. Cranfill's circulation he does not find it given in plain figures. It is represented by a rating letter rein-

forced by the letter Z, the meaning of which is as follows:

A Z rating in the American Newspaper Directory indicates that a communication received from this paper, in answer to an application for revision or correction of the circulation rating accorded to it, failed to be a satisfactory circulation report because of some one of the following shortcomings:

1. It was not signed.
2. It was not dated.
3. It was not definite.
4. It was not given with sufficient attention to detail.
5. It did not specify the time supposed to be covered by the report.
6. It did not cover a period of sufficient duration.
7. It was signed with a hand stamp.
8. It was signed by some person whose authority to sign was not explained or known.
9. It was signed by an initial or by initials only.
10. It was not given in such a way as would make it possible to hold any one responsible for the information it purported to give, should it afterward be proven untrue.

Although the attention of the publisher was directed to the insufficiency of the report and full information was furnished him just how the fault might be remedied, it had not been cured at the time the last revision was completed for the printer.

It is largely to the religious press that the editor of the Directory refers in a paragraph which he has occasion to frequently reprint and which is given below:

Some publishers refrain from furnishing circulation figures, alleging as a reason that their competitors are so unscrupulous they can not attempt to compete with them in lying. The publishers who take this position are, as a rule, the greatest prevaricators in the business. They are mainly to be found in the offices of moribund publications that have once been influential.

### THE SUGAR BOWL.

In PRINTERS' INK of April 12th was published a letter from the Washington (D. C.) *Evening Star* setting forth the reason why, in the *Star's* opinion, it was entitled to the sterling silver Sugar Bowl to be awarded by PRINTERS' INK to the newspaper published south of a line drawn through San Francisco, St. Louis, Cincinnati and Philadelphia that gives an advertiser best service in proportion to the price charged. This letter was a good example of the kind of statements desired. It was therefore decided to bring it to the attention of such newspapers as were thought likely to assert that the facts in their case would entitle them to consideration in this connection. These newspapers were as follows:

ATLANTA, GA., CONSTITUTION.  
ATLANTA, GA., JOURNAL.  
BALTIMORE, MD., AMERICAN.  
BALTIMORE, MD., MORNING HERALD.  
BALTIMORE, MD., NEWS.

BALTIMORE, MD., SUN.  
CHATTANOOGA, TENN., TIMES.  
DALLAS, TEX., MORNING NEWS.  
GALVESTON, TEX., NEWS.  
HOUSTON, TEX., POST.  
LOS ANGELES, CAL., TIMES.  
LOUISVILLE, KY., COURIER-JOURNAL.  
LOUISVILLE, KY., TIMES.  
MEMPHIS, TENN., COMMERCIAL-APPEAL.  
NASHVILLE, TENN., BANNER.  
NEW ORLEANS, LA., ITEM.  
NEW ORLEANS, LA., STATES.  
RICHMOND, VA., DISPATCH.  
WASHINGTON, D.C., EVENING STAR.  
WASHINGTON, D.C., TIMES.

Accordingly, on April 10th, the *Star's* letter was sent by registered mail to the publications named, accompanied by the communication reprinted below:

Office of "PRINTERS' INK,"  
A Journal for Advertisers.  
NEW YORK, April 8, 1899.

DEAR SIR—PRINTERS' INK offers a Sterling Silver Sugar Bowl to that newspaper south of a line drawn through San Francisco, Cincinnati, St. Louis and Philadelphia, which gives to an advertiser a better service, in proportion to the price charged, than any other within the specified territory. In order that all the facts may be given due consideration and publicity, an opportunity is offered to each possible claimant to submit a statement specifying every point upon which the claim is based.

It is intended to give space in PRINTERS' INK to such statements as are submitted. Aside from the opportunity of winning a coveted prize, the newspapers having a substantial claim will secure some valuable publicity.

The newspaper to which this communication is addressed has been selected as one that some people assert has some chance of securing the Sugar Bowl. Should it seem advisable to file a statement of facts upon which it is thought the paper ought to be mentioned in this connection, the inclosed communication from the Washington *Evening Star* may be interesting. If it is not claimed that the paper has a chance in comparison with the *Star*, then no reply to this communication is needed.

A list of possible claimants is also inclosed herewith. Should it appear to the recipient of this letter that a newspaper of greater eligibility than some here mentioned has been omitted, PRINTERS' INK would be glad to receive its name and the reasons for its inclusion.

All letters should be addressed simply: PRINTERS' INK, New York.

The Little Schoolmaster wishes it to be understood that the competition need not necessarily be confined to the newspapers named. Any publication in the territory indicated is eligible, and statements are desired from all who believe themselves superior to other claimants. As stated in the letter printed above, it is intended to give space in PRINTERS' INK to such claims as are submitted, so that, aside from the opportunity of winning a coveted prize, the newspapers having a substantial claim will secure some valuable publicity without expense.

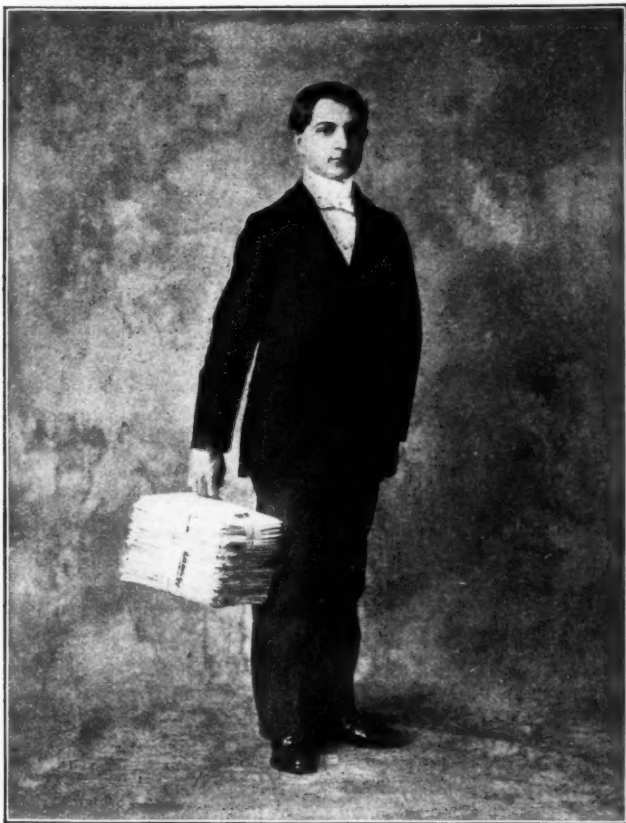
Few have time to study out the meaning of an ambiguous ad.

## REJECTED—A \$10,000 ADVERTISEMENT.

In the New York *Journal* of Friday, April 7, 1899, there appeared the following editorial:

It may interest our readers to know of one business incident in the conduct of a newspaper. Yesterday afternoon the *Journal's* business manager met the advertising manager of the Ripans Chemical Company. Said the Chemical man: "Here are a lot of testimonials; none of them have ever been printed; they will take a good deal of room. I don't know just what space they amount to, but if you will publish them in the *Journal*, altogether or separately, we will pay you \$10,000."

The *Journal's* representative looked over the lot, remarked that \$10,000 was a good round sum, probably the biggest ever offered for one insertion of one advertisement, but that the amount of matter in the bundle of testimonials exceeded somewhat the space which \$10,000 purchases in the *Journal*. Consequently the proposition was declined with thanks and regrets.



THE REJECTED MANUSCRIPT.

Here is a picture of the manuscript which the *Journal* refused to print for a cold ten thousand dollars.

Some of Mr. Hearst's friends assert that he has in times past paid more money for less copy of poorer quality, and then printed it for nothing—but those who are rich can do what they like.

## THE PHILADELPHIA EXPOSITION.

In September of this year Philadelphia will have an exhibition under the auspices of the Philadelphia Commercial Museum and the Franklin Institute with the object of "developing American manufactures and the expansion of our export trade." For the inspection of the foreign buyers in the markets which should be accessible to American goods will be prepared at the Exposition an epitome of the products of this country. Samples of similar competing wares from Europe, for the purpose of comparison and study by American manufacturers, and to illustrate the superiority of American goods to foreign buyers, will be displayed. Fifty thousand dollars have been appropriated by Congress for the purchase of these samples. A second department will comprise exhibits of manufactures made abroad for sale in the open markets of the world, and also such as are prepared in those markets for local consumption. These foreign-trade samples will illustrate the requirements of different foreign markets. The organization of this department will show to American manufacturers what competition they must meet abroad. By examination of these goods, an accurate judgment can be reached as to how far adaptations must be made in similar articles manufactured here, and to what extent American goods may find a market without modification. A third department shows the American manufacturer how his goods must be packed, labeled, and put up for shipment in order to meet the requirements of foreign trade. In some countries forms of packing that are usual with us entail heavy losses through increased import duties, and thus discourage trade relations. In other countries goods must be carried into the interior in carts or on mule-back, and must therefore be put up in waterproof packages of convenient size and weight. In still other cases custom-house regulations require packages to be specially marked in ways not usual in the United States. Ignorance of these requirements frequently leads to losses.

## PREPAREDNESS.

If goods are to be sold by mail through advertising in general mediums, every detail of catalogues, booklets, circulars, letters, packing, shipment and collections ought to be carefully planned and prepared before a single advertisement reaches the eye of the public. Otherwise it is safe to assume that many a customer will be sacrificed who might have been landed if the means had been at hand promptly to supply his demand. If goods are to be sold through dealers and jobbers, means should be taken to supply the trade so thoroughly and promptly that the articles advertised shall be unfaithfully found when inquired for. Every storekeeper knows that he receives inquiries for articles that he has seen advertised, but which are not in his stock. Every such inquiry is a lost opportunity to be charged against the man who laid out the plan of campaign. Of course there must always be a certain amount of such waste, but the wise advertiser seeks to make this sort of waste as small as possible.—*Advertising Experience.*

ADVERTISING is considered by many a game of chance. It is not, however, but is a game of skill. There are, of course, mitigating circumstances. Conditions may be against the carrying through of the most skillfully laid plans. But a man who has sense enough to have or to produce a thing that is worth advertising generally has sense enough to be able to keep from running squarely against a stone wall and breaking his neck. Done skillfully, there are no chances taken in honestly advertising an honest article.—*Columbia (Pa.) News.*

## CHINESE ADVERTISING.

San Francisco maintains among other freak publications two weekly newspapers printed in the Chinese language—the *American and Chinese Commercial News* and the *Oriental Chinese Newspaper*. Each is usually of four pages, though occasionally issuing six. The size of pages is 15x22. The last page is the first with the Chinese—in fact, all Oriental publications read backwards.

Having no alphabet, the characters in the Chinese papers are necessarily not set, but are made by what may be termed lithographic process. This, as well as the reportorial work of the Chinese papers, is done by almond-eyed labor, though of late I believe the presswork is done in an American house. The paper used is of fair quality; the typographical appearance is good. Considerable advertising is carried, the announcements following American methods—in fact, so closely do the translations of many ads follow the style of the *Examiner* that I am led to believe that perhaps some American advertiser is preparing the matter for the Celestials. No statements of circulation are given. It is generally believed, however, that each of the Chinese papers prints several thousand copies, as they may be found in nearly every house of the Chinese quarter.

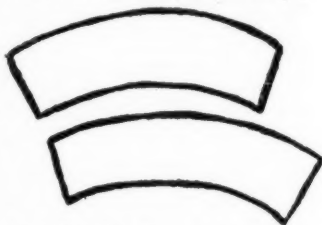
Good advertisers in the Chinese papers are Dr. Wong and the Foo & Wing Herb Co., of Los Angeles, who also advertise in the English papers; Quong Wo Tai, Wah Ying, Wing Sing Lung, Quong Wong Tai and Mee Chong Wo, grocers; Quong Wah Lee, Ton Yick Jan and Hop Wo Lung, tea merchants; Wo Lung and Gen Hai, artists, and F. F. Sam, physician. It may be noticed that many of the Chinese follow the example of those eminent American advertisers, Charles Austin Bates and Richard Harding Davis, and spin out their names.

FRANK A. HEYWOOD.

## MR. HALLOCK'S INGENIOUS COMPARISON.

The New York office of Kellogg's Lists sends out the picture here reproduced, and says:

"It may be that you doubt the efficiency of the papers of Kellogg's Lists for your line of advertising, but it is easy to be mistaken. For example, if some one in whom you had entire confidence should tell you that the two figures outlined below were exactly the same size you



might be inclined to dispute it, yet they really are identical in size and shape. The moral of this teaches us that we can safely depend upon the good judgment of those who have had experience."

The question as to whether advertising increases the cost of goods to the consumer is on an exact parallel with the question as to whether the substitution of steam vessels for sailing ships has increased the cost of carrying, or the substitution of the railroad for the stage coach has increased the cost of traveling.—*Dry Goods Chronicle.*

## NOTES.

MR. CHARLES AUSTIN BATES, Vanderbilt Building, New York, is preparing books of ready-made ads for all the important retail lines.

THE manufacturers of Red Raven Splits advertised on the head of the \$10 a plate Jefferson dinner in New York: "All ten-dollar dinner diners drink Red Raven Splits."

A PATENT medicine advertisement begins: "Thousands of women have kidney trouble and don't know it." Lucky women; it will be a good thing if they never find it out. Perhaps the advertiser would like to examine kidneys at so much per kid.—*Fibre and Fabric*.

THE Buffalo (N. Y.) *News* recently gave a complete novel with its Sunday edition, announcing it as follows: "'A Promise of Marriage' goes with every copy of the *Sunday News* next Sunday. Here's a chance for everybody, and this is not a leap year either."

TOLEDO, Ohio, April 13.—Mollenkopp & McCreary, manufacturers of thermal bath cabinets, have brought an action against the World Manufacturing Company, of Cincinnati, to restrain them from using the plaintiff's style of advertising.—*Cincinnati (O.) Enquirer*.

A CURIOUS mailing card has been stirring up the post-office authorities, who can find no law to suppress it. On one side is the address to which the card is delivered and on the other is a picture of a mail-carrier having on his back a miniature leather pouch. When the recipient opens the pouch he finds a little circular.—*National Advertiser*.

THE managers of the Pan-American Exposition, which will be held at Buffalo in 1901, have placed in the hands of the merchants of that city thousands of gummed labels, which are engraved with the profile of the animal from which the city takes its name, and contain a notice of the exposition and an invitation to visit it. These labels are attached to almost every letter and parcel sent out from Buffalo business men.

THE Ripans advertising in last Sunday's New York papers was overwhelming in its mere magnitude. There were six pages of testimonials in the *Herald* and five pages in the *Journal*. It is remarkable that so many commendations of any article could be secured. It is even more remarkable that the company should have the nerve to use so much space at one time to advertise a five-cent article. At least, it has the courage of its convictions. There are publishers who would hesitate to sell so many pages in an issue to one advertiser, but the *Herald* and the *Journal* were evidently not fettered by old-fashioned notions. Taken altogether the Ripans advertising is the most notable of the season.—*Mr. Eiker's National Advertiser*.

SUCCESS doesn't come in a moment. It takes time and argument on top of argument before the results from most general advertising expenditures begin to even meet the outlay. Ripans Tabules was a distinct failure for several years so far as paying a profit to the company, but the manager had faith in newspaper advertising to do the business and stuck to his last. All at once the seed sown began to spring up and bear fruit, and now the company is doing the picking. Ripans is the distinct medical advertising success of the past year, but it took considerable nerve and stick-to-it-iveness to place it there. It simply goes to show that an advertiser must not expect substantial returns immediately, and that a systematic, vigorous, extended campaign is essential to eventual success.—*The Advertising Man*.

## FOR CHILDREN'S GARMENTS.

Mr. Alfred Best, of Best & Co., New York, writes as follows to *Advertising Experience* concerning the printed matter which he sends out advertising his children's clothing:

Our business is peculiar. We cater indirectly to children, and this gives us an opportunity to make use of ideas in booklets which might seem trivial and childish were they used in any other kind of business. We send out a great many little folders and booklets which are written and illustrated for the special purpose of interesting children. In this way we get the attention of mothers, who sometimes sit down and amuse their children with these booklets. This may seem strange in view of the fact that we aim to address the mother especially and to appeal to her in a businesslike manner. But we find this method pays us well. We can interest them better by this child talk in booklets than by serious talk. Often we spend a great deal more money in a booklet for a certain garment than we can get back from the sale of that particular garment, but this serves to attract the mother's attention to our store, and often, if she lives in New York, brings her into the store, and in this way we sell more goods of other kinds.

In making illustrations for our booklets and advertisements we have them drawn from the garments themselves. We have not found photographs satisfactory, because they give a bad perspective and show all the imperfections in the garment. A clothing illustration should be idealized a little to make it look natural.

If all trade wrecks that Dun has shown, Or Bradstreet's, were endowed with speech To make their myriad causes known, What lesson would their message teach? What shifts and tricks and wiles of trade In these all vainly were employed? What common error had been made That solvent men might well avoid? Whatever else these failures taught, One clarion axiom, true and wise, Would cumulate their central thought And point the moral: Advertise!

—*Keystone*.

## Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent ext: a for specified position—2/ granted.

Must be handed in one week in advance.

	<b>Little Men &amp; Women</b>	<b>COMBINED</b>
	(Estab. 1880.)	
	<b>- - Babyland - -</b>	
	(Estab. 1877.)	

Combined into one magazine of 32 p. at 50 cents a year. Combined circulation at advertising rate of one. Make contracts now, before the reduced price of subscription augments circulation to the point where we will feel like increasing the advertising rate.

LITTLE MEN & WOMEN CO.  
Troy, N. Y.

**GEORGIA.**

**SOUTHERN FARMER**, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 23,000 monthly. Covers South and Southwest. Advertising rates very low.

**CANADA.**

**DAILY** and weekly **RECORD**, Sherbrooke, Que. Daily circ'n 2,850. Only daily in 100 miles.

IT'S not only because we can and do get the right prices from Canadian newspapers that we can be of use to you in placing your Canadian newspaper advertising; but, better still, we know which papers are giving results. Our advice may save costly mistakes. Rates and plans cheerfully submitted. **THE E. DESBARATS ADVERTISING AGENCY**, Montreal, Canada.

**WANTED**...Case of bad health that **R-T-P-A-N-S** will not benefit. Send 5 cents to **Ripans Chemical Co.**, New York, for 10 samples and 1,000 testimonials.

**THE ARIZONA REPUBLICAN**

Published at Phoenix, the Capital of Arizona, asks for patronage on these grounds:

It is the only newspaper in Arizona published every day in the year.

It is the only newspaper in the Southwest, outside of Los Angeles, that operates a perfecting press and a battery of Linotypes.

It is the only newspaper in Arizona that has a general circulation.

The circulation of the **REPUBLICAN** exceeds the combined circulation of all the other daily newspapers in the Territory.

For rates address,

**Charles C. Randolph, Publisher, or H. D. La Coste, 38 Park Row, New York.**

**Do Not Miss****THE  
NATIONAL  
MAGAZINE**

When making up your advertising lists. Rates and circulation considered, this magazine is giving good value to the general advertiser. Send for sample copy and our new booklet, "Just About Ourselves." \* \* \*

**The  
National Magazine,**

91 Bedford St., Boston.

**JOE MITCHELL CHAPPLE,**  
Publisher.

**CHARITIES**

Published weekly, is the organ of the Charity Organization Society of the City of New York.

It is the mouthpiece and authoritative exponent of New York charity. It is read by all interested in New York charity. It goes into the homes of the richest, most influential and religious citizens of New York of every denomination. Its contributors and readers are men and women of intelligence, education, wealth and position.

If you wish to sell the Charitable Institutions, Homes, Hospitals, Infirmeries, Insane Asylums, the Clergy, Churches, Religious or Charitably inclined citizens of the city of New York you can do so by an announcement in **CHARITIES**.

If you have goods of established reputation which sell to the rich you can secure no better medium than **CHARITIES**.

Classified advertising, 5c. per line.

Display advertising 2½c. per line, 14 lines (35 cents) to the inch. Full page, 200 agate lines, \$5; half page, 100 agate lines, \$2.50; one quarter page, 50 agate lines, \$1.25. Special position, 25 per cent extra, if granted. Address,

**WILLIAM C. STUART, Publisher, 105 EAST 22d STREET, NEW YORK CITY.**

**THE EVENING****Journal**

OF JERSEY CITY, N. J.

Was selected by a Committee of Advertising Experts appointed by the American Newspaper Directory as the newspaper in New Jersey entitled to highest rank for size, class and quality of circulation and consequent advertising value.

**Average Daily Circulation in 1898 .. 14,890**

If you can only advertise in a SMALL way, pick out the BEST MAGAZINE in the territory you want to cover and spend all your money in that; YOUR CHOICE for St. Louis, the South and Southwest will be the

## CHAPERONE MAGAZINE

Chaperone Building,

ST. LOUIS, MO.

## THE WESTERN WORLD

88 W. JACKSON BOULEVARD, CHICAGO, ILL.

THE WESTERN WORLD has now taken a place among the 100,000 circulation papers and brings fine returns. Try it. Address,

The Western World, 88 W. Jackson Boulevard, Chicago, Ill.

Or any Reliable Agent.

# Booklets

## Advertisements

## Circulars



AM in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the fashion in typographical display. I have charge of the mechanical department of PRINTERS' INK. No other paper in the world is so much copied.

My facilities are unsurpassed for turning out complete jobs. If you wish to improve both the tone and appearance of your advertising matter it will pay you to consult me. Send your name on a small postal card for a copy of my large postal card.

**WM. JOHNSTON, MANAGER PRINTERS' INK PRESS,**  
10 SPRUCE STREET, NEW YORK.

**T**HE JOLIET NEWS is not conceited enough to claim the earth, but it does go directly into the busy homes of all classes, including intelligent, self-respecting workmen.

Its business is conducted on business principles.

Reputable advertisers are treated with uniform courtesy.

The fly-by-night kind get it in the neck. You did not see Diamond Palace nor Barrios' in the News columns.

## COUPONS GRATIS

In connection with every advertising contract placed with PRINTERS' INK or the American Newspaper Directory before July 4, 1899, subscription coupons will be issued to the full amount of the contract, the coupons being redeemable on presentation at any time during the present century, each coupon, when indorsed by the name of the subscriber, being

Good For

One Year's Subscription for PRINTERS' INK,  
Price, Five Dollars,

or

One Copy of American Newspaper Directory,  
Price, Five Dollars.

At the Option of the Subscriber.

For further information address,

PETER DOUGAN,

Advertising Manager of PRINTERS' INK  
and The American Newspaper Directory.  
No. 10 SPRUCE ST., NEW YORK CITY.

An additional 50,000 copies  
Recently added to the circulation of

# Modes and Fabrics

Advertisers should appreciate the importance to them of a publication which entirely controls the field from which it has a reading clientele in nearly half a million homes.

Write for illustrated booklets:

"Of Vital Interest to Advertisers."

and "MODES AND FABRICS for 1899."

Advertising rates \$1.25 per agate line.



**MODES AND FABRICS PUBLISHING CO.,**

J. L. OBERLY—A. P. GARDINER,  
PROPRIETORS.

550 Pearl St., New York City.

# Five Subscribers.

- 1  
MINNEAPOLIS,  
*Tribune.*
- 2  
NEW YORK,  
*Printers' Ink.*
- 3  
PHILADELPHIA,  
*Bulletin.*
- 4  
PITTSBURG,  
*Post.*
- 5  
DENVER,  
*Post.*

London  
Globe.

RECEIVED of the Publisher of *The American Newspaper Directory*  
New York, *Jan 10 1895*

*One Hundred Dollars*

for guarantee of circulation rating in American Newspaper Directory.

\$100.00

*George S. Davis*  
Publisher of The American Newspaper Directory

GUARANTY FUND.  
The circulation guarantee of this directory is based on the fact that the publishers of the newspapers listed therein have agreed to contribute to a fund for the purpose of guaranteeing the circulation of the directory. The fund is managed by the publishers of the directory, and the amount of the guarantee is based on the circulation of the directory. The fund is not a loan, and the amount of the guarantee is not to be repaid to the publishers of the directory. The fund is a guarantee of the circulation of the directory, and the amount of the guarantee is based on the circulation of the directory.

THE AMERICAN NEWSPAPER DIRECTORY.

# Worth More

I have just finished a somewhat careful examination of the March number of the American Newspaper Directory, issued by Geo. P. Rowell & Co., New York, and have come to the conclusion that it is worth a good deal more than \$5 to every wholesale merchant and manufacturer who spends money in advertising. I would like to see a copy of it in every wholesale house with which this journal does business. It would be an unquestioned authority in the settlement of disputes, and an invaluable aid to merchants in determining whether or not the rate asked for advertising was just. The merchant who "guesses" that the circulation of this or that journal must be 10,000 or 20,000, and for that reason is worth to him three or four times as much as yours, would be much more open to conviction if he were posted on the actual circulation of the journals to which he referred. There would be little room for argument. The Directory is a good educator, and it would make business easier for all of us if merchants would keep it where they can consult it occasionally. It would prove an effectual check to indiscriminate lying.—*The Cincinnati Trade Review*.

## An Important Feature.

In an editorial notice of the American Newspaper Directory, in a recent issue, the Nashville (Tenn.) *Banner* directs attention to an important feature overlooked by many. That is that this Directory gives, besides the usual descriptive information, a record of the circulation ratings accorded to every paper of importance extending over a period of several years, all of which can be relied upon as reasonably correct. "The attention given to this detail renders the Directory indispensable to most persons who wish to be posted as to the real business importance of American publications," says the *Banner*. What a paper has been for a series of years past it is likely to be for the year to come, and that after all is what the advertiser wishes to know.

## The Newspaper Man Is Tempted.

When the circulation of a paper falls below the figures reached for a preceding year the publisher generally refrains from making any circulation report for the Directory, and if the Directory editor reduces his circulation rating on that account the newspaper man is somewhat tempted to believe the Directory little better than a blackmailing scheme.

## Where the Biggest Liars Abide.

Some publishers refrain from furnishing circulation figures, alleging as a reason that their competitors are so unscrupulous they can not attempt to compete with them in lying. The publishers who take this position are, as a rule, the greatest prevaricators in the business. They are mainly to be found in the offices of moribund publications that have once been influential.

A new issue of the American Newspaper Directory appears every three months—June 1st, September 1st, December 1st and March 1st.

**Subscription Price, Five Dollars each issue or Twenty Dollars a year.**

**GEO. P. ROWELL & CO., Publishers,**  
10 Spruce Street, New York.

# ***Lucky 13***

---

No more climbing stairs.

No more groping through dark hallways.

On May 1st I shall take possession of the store and basement at **No. 13 Spruce St.**, and there is no shade or grade of ink manufactured that will not be found on my shelves, or matched at short notice. I started in 1894 in a small room 20 feet square on the top floor of No. 10 Spruce St., and it was wonderful to see how good-naturedly my customers accepted the situation after climbing four flights of stairs.

They realized that I deserved recognition, as I was the means of releasing them from the bondage of high prices.

They could buy from me just the quantity needed on a small job, at about one-fourth the prices charged by my competitors. Within a year I was forced to secure larger quarters and hired a loft 25 x 100 on the second floor of No. 8 Spruce Street. My new location will be double that size, and I am in hopes of adding another floor within a short while.

I am best liked where best known. Do not forget to call on me when in my vicinity, and if your purchase only amounts to 25 cents you are treated with the same courtesy as one who spends \$25.

Send for my price list.

Address (until May 1st),

**PRINTERS INK JONSON,**

**No. 8 Spruce Street,**

-

-

-

**New York.**

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A minimum fee of 10 cents is charged for collection of out of town checks. So kindly remit by money order or bank draft on New York.

## To Judicious Advertisers:

Your knowledge of general advertising makes it clear to you that a paper popular with the women is an advertising medium worthy of your patronage.

### ***The Pittsburg Daily News***

is read each evening by more women than any other evening paper printed in Pittsburg. It is a first-class family paper. Circulation, 30,000. Rates advantageously low.

C. GEO. KROGNES,  
MARQUETTE BUILDING,  
CHICAGO.

C. H. EDDY,  
10 SPRUCE STREET,  
NEW YORK.

The circulation  
of the Montreal  
Daily

# La Presse

is larger than  
that of any  
daily published  
in Canada,  
French or English,  
without exception.

Sworn circulation  
over 65,000 a day,  
one edition only.

Montreal  
"La Presse."

## Why "two heads are better than one"



GIBBS

devotes his entire time to originating ideas for all kinds of advertising matter; to planning advertising schemes; to thinking up appropriate phrases and expressions.



WILLIAMS

has charge of the manufacturing part of the business—gives his entire time and attention to the matter of producing the work after the sketches or schemes have been settled upon by customers.

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## The Work They Do

Show Cards; Street-Car Advertisements; Hangers; Posters; Cut-Outs; Booklets; Fine Circulars; Folders; Inserts; Magazine Covers; Catalogues and all kinds of Commercial Stationery such as Letter Heads; Bill and Note Heads; Business Cards and other supplies for office use.

---

Their Ideas are Worth Getting  
Their Work is Worth Having

---

Address

The Gibbs & Williams Company

68 New Chambers Street, New York

# Figures !

that do not lie.

## The Brooklyn Daily Eagle

**REAL ESTATE NUMBER  
of Sunday, April 16, 1899,**

contained 72 pages of reading matter and advertisements, 504 columns in all. There were 264 columns of reading matter and 240 columns of advertisements.

### This Edition

has eclipsed all former special editions, surpassing the best record by 54 columns, or by nearly eight solid pages of business announcements, thus showing the EAGLE'S growth as a newspaper and as an advertising medium.

### This High-Water Mark

should be noted by all up-to-date advertisers who wish to get the best results from their advertising.

There are 250,000 musical  
people in America who  
read every week

The  
**Musical Courier**

19 Union Square.

10 cents on all news-stands.

Established January, 1880.

This paper is 20 years old.  
Has a great, solid, home-reading  
constituency. It necessarily  
*must be* a great advertising  
medium.

## BUSINESS MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make business more profitable by a judicious system of advertising.

*By Chas. F. Jones.*

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

*C. F. Jones, care of PRINTERS' INK, New York:*

DEAR SIR—I have been deeply interested in your writings and have a problem of my own which I wish to present.

At present am a member of a firm doing business in a summer resort town in Maine. We carry a stock of \$10,000 to \$15,000, and do about \$20,000 business per year, strictly cash. Our business is growing from 12 to 18 per cent yearly, but there are four of us in the firm, and there is not much left for any one at the end of the year. I have about \$6,000 capital. Would it not be better for me to withdraw from the firm and locate somewhere else? I have in mind a thrifty town, about 8,000 people, entirely removed from city competition, surrounded by good farming country and small villages. The town already contains four dry goods stores, but the merchants do no advertising. I understand a store on the main street can be rented for \$500.

Your kind consideration would greatly oblige.  
Yours respectfully,

R. S. RIKER.

From the above brief statement of the case, I believe Mr. Riker might do well to make the move spoken about. If the four stores already established do no advertising, with his \$6,000 capital he might be able to go into the town and stir things up.

If he understands his business pretty well and will do aggressive advertising, I believe he will make a success of it.

Five hundred dollars a year rent for a store on the main street is no doubt quite reasonable in a town of 8,000 people.

\*\*\*

*Charles F. Jones, Esq., New York, N. Y.:*

MY DEAR SIR—I write you for advice. I do the largest business in a town of 16,000. I advertise in the only daily paper in town. My main competitors are two concerns of about half my size, and each has an ad on the same page as mine. I pay \$50 a month for this space and change three times a week. The city circulation is not more than 1,000 to 1,500, but is subscribed for by the best people in town. My ad has always been the most noticeable one in the paper, and I have had some of the best people ask for advertised goods, but they do not do so very often. Noticing this, I have for some time thought of cutting the space in two. Do you think it would be wise to take only half of the space? Respectfully yours,

HERMAN.

A store doing the largest business in a town of 16,000 inhabitants can easily afford to spend \$50 a month for advertising, or even more than that.

As the paper is a daily, I think the store could well afford to change the

advertisement every day instead of three times a week. I would be willing to pay a little more for the space and have the privilege of changing.

There may be three reasons why people do not ask for the goods advertised.

One, because the articles are not of sufficient merit to demand their quick attention. The other, because seeing that the advertisement runs two or three days without change, they delay going to buy the goods until they eventually forget about them. In a retail store there is nothing like having people know that they must be fairly prompt in responding to an advertisement if they want to get the benefit of the specials that may be offered. The third reason is that the proper display of the goods may not be made in the store.

As a rule, people do not read an advertisement and then come into the store and insist upon seeing that particular article. The advertisement may bring them to the store, but after they get there they want to look around and see what else you have. They do not want to have to ask for the goods advertised. They want to see them out on the counter, where they can pick them over and not let anybody know that they are responding to some particular item advertised.

Some firms make a mistake in holding back their advertised goods. They seem to think that they can offer merchandise for sale so as to bring people, and then hide it so as to make it as difficult as possible for the people to get it. This is all wrong. Make it easy for people to get what you advertise and they will have more confidence in your advertising, and respond to it more quickly next time.

I do not think I would cut down the space at all.

\*\*\*

*Mr. Jones, PRINTERS' INK, Store Management Department:*

DEAR SIR—I seek some free advice in regard to my business, for I know I am not doing what I consider my share at the present time, and I would like you, if possible, to find the reasons.

I have the largest store of its kind in the city, polite and attentive salespeople, good but not high-priced goods. Do some advertising; have six inches in one paper and two-inch double in another; ads are changed daily. Have nice windows kept trimmed and cleaned regularly. Have at present about \$9,000 in stock, which consists of a little of everything. Annual expenses over \$5,000. Business:

1890—\$12,000	1893—\$28,000	1896—\$25,000
1891—\$14,000	1894—\$33,000	1897—\$20,000
1892—\$19,000	1895—\$37,000	1898—\$25,000

So you can see from this that I have dropped considerable the past few years, and that is what makes me feel uneasy.

The reasons that I attribute for the decline are: During the past three years our city has been connected with a large city nearby by electric cars, and a great many people now go to the city to do their shopping on account of what they think larger variety and cheaper prices.

Another reason is that during the past year in our town two new stores opened and two others enlarged after I enlarged. Then, not long ago, the trading stamp scheme struck the town, and I, for one, did not take hold of it, but others in my line have, and I attribute some of the loss to this also. Yours respectfully,

PENNSYLVANIA MERCHANT.

I think that the combination of evils which the Pennsylvania merchant mentions largely accounts for the falling off of his trade.

The fact that 1898 was a little better than 1897 ought perhaps to be taken as an indication that things are improving, and perhaps 1899 will be still better.

The trading stamp scheme has probably died out by this time, and the greatest existing evil may now be considered the electric cars which carry people to the larger city.

The only way to hold home trade against a larger city is by attending very carefully to the wants of the home people, and showing a disposition to please them and serve them as well, as promptly and as carefully as the city stores do.

It appears to me that the advertising is a little small. Six inches in one paper and two-inch double column in another paper will not make very much of a show.

If the local papers have any circulation worth talking about, and the price is not high, I would during 1899 increase my advertising expenditure, and see if this would not help to regain some of trade which has been lost.

\*\*\*

RICHMOND, Va.

*Mr. C. F. Jones, New York:*

DEAR SIR—It is with great interest I read from week to week your discussions on business principles. Now I come for a little personal advice.

I am located near a good corner; stock of about \$16,000; increased it to \$18,300 last in-

ventory; sales last year, 1898, \$38,000. Sales, to my opinion, are too small for amount of stock. How can I increase them? I have a nice light room, 18x70; two nice windows well trimmed, both changed every week; stock all bright, clean and new. Consists chiefly of staple dry goods, notions and a good line of hosiery, etc. Advertise in one good weekly paper, and circulars nearly every week for special sales.

Is there anything you can suggest? If so, I would be glad to hear it. Yours truly,

M. M.

As this concern is located near a good corner and in a very fair dry goods town it ought to be able to turn its stock oftener than it does. Twice a year, as is indicated by the fact that the sales were \$38,000 and inventory \$18,300, is not quite enough. There is a great deal more money and a great deal less risk in quickly turning stock.

Perhaps the reason why the stock does not turn often enough is because our friend does not advertise enough. Only using one weekly paper in a city the size of Richmond does not cover the field very well.

I would recommend using dailies.

A dry goods business can usually afford to spend from two to three per cent of its sales in advertising.

It depends a great deal upon the location as to whether circulars are of much use or not. If the location is out of the usual travel of business they might be a good thing, but our friend states that he is located near a good corner, and from this I believe he could very well afford to patronize the daily papers liberally.

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*Mr. Charles Jones, PRINTERS' INK Department:*

DEAR SIR—Being subscribers to PRINTERS' INK, which has been very helpful to us, we take the liberty of writing you.

Our town is situated in a farming district. There are four general stores. We carry the largest stock, about \$10,000, and do a business of \$35,000 per year.

We feel that we have been successful, and yet we have been helped so much by you that no doubt you can make suggestions that will be helpful for the future.

A number of the larger stores through this region are doing away with displaying goods in windows, and in fact taking the inside windows out altogether, so that people passing can see the inside of the store. Do you approve of the idea?

We have one weekly paper, and are sending you a copy, so that you can see our advertisement. We send out circulars about four times a year. Respectfully, JACOBSON'S.

This store is evidently doing well. A business of \$35,000 a year on a stock of \$10,000, in a farming district with three or four competitors, is not a bad showing. I should feel that the business was perhaps pursuing pretty

nearly the right policy or it would not be able to accomplish as much as it has.

In regard to doing away with the show windows, I hardly think it is a good plan. It seems to me well-dressed show windows attract a great deal more attention than any view into the store obtained through an open front. If the show windows are going to be kept in a slipshod, careless way, as so many show windows are, then it might be better to do away with them, as they will be very unattractive unless properly dressed.

A store of this size ought to have some young man who has talent for window trimming, who could see that the proper goods are displayed and that the front is kept looking nice.

The copy of the weekly paper spoken about has not been received.

I do not think that four times a year is often enough to circularize. If circulars work well in that community and are attractively gotten up, the store could almost afford to put them out every month. There is hardly a month in the year that there is not something in a dry goods business which is well worth calling attention to.

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GRAND RAPIDS, Mich.

Charles F. Jones, *New York, N. Y.*:

DEAR SIR—I always read your advice with interest. I have tried hard to increase my business, and have done so in a limited way. I carry a large stock of clothing, hats and furnishings. I carry a good line of goods in each department, as well as the cheaper grades, carrying from \$20,000 to \$24,000 stock, and the largest amount of business I have done is \$25,000, which was last year—a gain of about \$5,000 over previous years. I do a strictly one-price business, as near cash as possible, carrying from \$1,200 to \$2,000 on book. Am accommodating and try hard to please. Order anything any one may want if I can not suit them out of stock, even if the margin left be very small. I try hard to sell goods for what they are and always rectify any mistake—make it satisfactory to a customer if he has got anything that failed to turn out as it should. Take goods back and refund the money without argument. Advertise in three weekly papers—two English, one German.

Am I succeeding sufficiently well, do you think? Respectfully,

This store seems to have done well in one way and badly in another.

A gain of \$5,000, or 25 per cent, is not a bad gain in a year like 1898, when the war and other national troubles caused a good deal of stagnation.

The store, however, had done badly, in that it does not turn its stock often enough. It seems ridiculous to have to carry a stock of \$24,000 to do a

business of \$25,000, no matter where the store is situated or what class of wearing apparel it sells. Particularly in a business as near cash as this one is, I would consider the stock too great.

As the business principles of the store expressed in this letter seem to be all right, I think the trouble must be with one of three things.

Either the stock of merchandise is not right and the merchant is a poor buyer and judge of goods, or the location is a bad one, or the advertising is wrong. In these three ideas I am going on the supposition that it is necessary to carry this much stock to do a \$25,000 business, but it is not necessary in any store that I know of, and I think if my correspondent will immediately proceed to reduce his stock to a smaller basis, getting it down to at least \$10,000 or \$12,000, that he will be much better satisfied with the progress and money that he is making.

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Chas. Jones, *care of* PRINTERS' INK, *New York*:

SIR—To operate a retail men's furnishing goods business of \$50,000, what capital would be necessary? What would you consider it would cost to do the above amount of business? Would you be good enough to give the different percentages separately, and what do you consider would be a fair average profit? How would you advertise, this to be a cash business? Yours truly,

H. M. ROSENBLAT.

To answer the last question first, I would say through the newspapers, and also by making a proper display in my show windows.

It would depend largely upon the class of trade that I was catering to, as to what kind of a window display I would have. Certainly, once in a while, if not continually, show merchandise in your windows, particularly neckwear that is better for the money than your competitors are giving.

If this business is located in an up-to-date town, and the location is good to catch the business trade, both local and transient, a capital of about \$10,000 ought to be sufficient to do a \$50,000 business.

From an ordinary men's furnishing goods business a gross profit of fully \$12,500 ought to be realized on a gross sale of \$50,000.

The expenses for running the business would probably be high for the first year or two. After the business is established it ought to clear a net profit of at least \$5,000, and perhaps might clear a little more.

## READY-MADE ADVERTISEMENTS.

*Edited by Wolstan Dixey.*

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Plump right into the middle of what you want to say as quickly as possible. Don't indulge in any preambles or introductions or "whereases." Get right at the meat of the matter at once. That is good art, good literature, good common sense and good advertising.

### We Mend Furniture.

It is an important branch of our business. We employ the most skilled repairers that we can find, and keep our repair department supplied with all the needed appliances for prompt and proper remedying of furniture fractures.

We call for articles to be mended, and send them back again just as soon as repairs have been made. No long delays here.

The cost? That depends on what is to be done. But ours are never exorbitant prices.

### Separate Silk Skirts.

They're made up of black silk, and cut in the most popular shapes. They are the most popular skirts this season for dress occasions. Fifteen different styles are here, ranging in price from \$7.50 to \$35.

See our window display of silk skirts.

### Men's 75c. Night Shirts at "—'s" for 59c.

Fine white muslin night shirts with blue, red or pink embroidery on front, collar, pocket and sleeves are ready for our men friends at 59c. apiece. Their true and fair value is 75c. All sizes 14 to 19.

*About "Know-How."*

### The "Know-How" in Decorating

is what we make no charge for, yet it takes a good deal more than most people imagine to lay out a successful scheme of mural embellishment. Can we help you?

*Good Ad for a Cough Cure.*

### Coughing Yet?

You have probably tried two or three different remedies, haven't you? Getting somewhat discouraged?

Suppose, without further experimenting and delay, you get a bottle of —'s Cherry Balsam.

We promise you it's a good cough syrup—promptly effective in loosening a tight cough by relieving the throat and lungs of unhealthy secretions.

We guarantee every bottle of —'s Cherry Balsam to give immediate relief and to cure your cough.

If it don't you may have your money back.

Twenty-five cents a bottle.

*A Laundry Ad.*

We are doing much to cure the washday habit. We offer a better way, a cheaper and a more convenient way: family washing and ironing for four cents a pound. We wash and iron bed and table linen for twenty-five cents a dozen.

*For Hats.*

*A stylish hat the finishing touch of a gentleman's attire.*

### The Correct Hat For Spring, \$1.90.

Compare this hat with our friend, "The Hatter's," \$2.50 and \$3.00 grades, and decide if you'll pay the difference for the name. In all the latest shapes, shades, black, cedar, coffee, covert, tan and russet. Our name and guarantee are in each hat. We want the hat trade of all fashionable men, and this low price is our bid for their spring patronage.

In Soft Hats all the new colors, same as in Derby Hats, and all the season's novelties, including the new mixtures, without binding on edges, a distinct nobby novelty, but popular priced.

See to comprehend this magnificent line: all prices \$1, \$1.50 and \$1.90.

Boys' Hats should suit their faces as well as their heads. We have that kind. We are prepared to conform stiff hats to the shapes of the head, adding much to the comfort of the wearer.

*Attractive.***Homelike Suppers.**

We have room for more respectable women and men at supper time. We think if you try one of our hot suppers you'll come regularly. Cleanliness and neatness characterize this place.

*For Electric Bells.***Ring 'em Up.**

For such purposes our 75c. electrical bell outfit works like a charm. When once put up it is always at your service.

The outfit consists of: 1 electrical bell, 1 dry battery, 1 push button, 75 feet electric wire and staples.

Extra: Dry batteries 15c. each.

*Good Headline.***Coffee Worth Drinking.**

We always sell good coffee. Got a reputation for that, and mean to keep it.

This week we are selling the choicest blend of Mocha and Java for 35c. You'll pay 40c. elsewhere for something not so good.

Better try a pound. Order by telephone.

*Cut Prices, and a Reason for Them.***Parlor Furniture At Nearly Half Prices.**

You will never get a better chance, if what we show suits you. Some of the pieces (if you look closely) show signs of their being here for a season. Nothing to hurt much—about the same as if you had been using them in your own house for a few months—carefully. But there's no calling any of them shop-worn. Just listen to these reductions:

Don't you feel like investigating?

*For a Laundry.***To Reach a Woman's Heart**

is often a very difficult matter, but through the medium of our lace curtain and pillow sham finish we find it quite an easy task.

We take no second place in this branch of our work, and guarantee to please you with work and price. The season is now open and in full swing.

*A Real Good One for Carpets.***Figure It Up!**

If we give you the same carpet for 68c. a yard that other dealers ask 90c. for how much will you save?

22c. on one yard, or  
\$8.80 on 40 yards.

Sounds like a pretty good proposition, doesn't it?

It's as good as it sounds.

The carpets in question are nothing less than Roxbury and Sanford double extra tapestries, and the newest patterns from the looms at that.

Don't ever take an old pattern if you can buy a new one just as cheap. Old carpets are as bad as old wall papers—they're tiresome to look at. But this time we're offering you new patterns for less money than many dealers ask for the old ones—and moreover a choice of at least fifty styles.

*A Millinery Heading.***A Little Featuring of Millinery.**

A simple hint, dropped ever so casually, touches the responsive idea in somebody's mind. Strengthen the hint with the logic of value and the argument of a low price, and that somebody is won.

(PARTICULARS AND PRICES.)

*A Photographer's Ad.***In the Spring**

when all nature smiles and all humanity is happy,

When your clothes are new and you're looking your prettiest.

Then is the time to have your picture taken.

If you know anything about photographs you know that

—'S ARE THE BEST.

*Brief and Business-like.***Certainly the Best Half-Dollar Shirt.**

Good Utica cotton body—good linen bosom—good sewing—good everything. No wonder that men tell us the "——" unlaundered white shirt is the best that 50c. will buy.

*A Laundry Ad.*

Is it worth your while to bother with the old-fashioned wash-day? Economy and convenience make it worth your while to try family washing and ironing for four cents a pound. We do up bed and table linen for twenty-five cents a dozen.

*A Grocer's Ad.***Strawberry Time.**

Quite a little ways off, but we have the choice ripe selected fruit, put up in cans, and every can warranted.

Many of our customers say they equal the fruit direct from the vine.

They make an up-to-date delicacy for teas and lunches, 10 cents a can.

*Life Insurance Argument.***Common Sense Reasoning.**

If you can not afford to spare a little of your income now to pay the premium on a life assurance policy, how do you suppose your wife is going to spare all your income when you are gone?

This is the common sense way to look at life assurance.

The ——— Life of ——— has the best there is in life assurance.

They will secure your income to your wife after you are gone. You had better look into this.

Remember the ——— Life of ——— reminded you.

*For Watch Repairing.***Tele, hone No. 98 If your Watch is out of repair.**

We will call for it, fix it and return it to you all for the same reasonable price. All work guaranteed.

**BUSY JEWELER,**  
24TH AND M.

*For a Complexion Beautifier.***Washing Dishes.**

Washing clothes; being a little imprudent about the drying of your hands; afterwards exposure to the wind. You have opened the way for rough, chapped hands. If your skin is the least bit tender it is susceptible to chaps.

**CUCUMBER LOTION**

Insures soft, white skin, free from chaps or redness. If used daily it will produce a clear and beautiful complexion. Price 25c. per bottle.

*Another Timely One.***Curtains DYERS AND CLEANERS.**

Your rich and costly lace curtains must not be trusted to prentice hands. Work done here on lace curtains is the work of those skilled in the art of cleaning the finest fabrics.

*For Carpets.***Good-Wearing Brussels at 90c.**

If an inexpensive and yet thoroughly serviceable Carpet is wanted, you can not do better than look at the special line of New Brussels we are showing at 90c. Wears a good deal longer than other kinds, costing as much; we mean Wools, Tape-stries, or low priced Velvets. A good range of patterns in the newest colorings, green, blue, olive, bronze, etc. These goods are specially made for our trade. Each design is brand new and can only be obtained here. No trouble to show the goods.

*Tea and Coffee.***When We Tell You**

we have the largest Tea and Coffee business in Hamilton—that our prices are governed entirely by the quality—that our stock is the largest in Canada—that we guarantee satisfaction or refund your money, we are telling you the exact truth, and offering the best we know to induce you to put our claims to the test.

*This Sounds Convincing.***Painless Dentistry**

is something more than mere words in an advertisement, and the time has come when people are not deceived by such phrases as "absolutely painless," "no gas," and "no sleep"—favorite expressions used to mislead unsuspecting victims to have cocaine used in the gums. I say *Gas*, producing momentary but *profound sleep*, is the only way to avoid pain in difficult cases. It's safer, too, than cocaine.

*Good Ad for Baby Carriages.***Most Time For That Baby**

to begin to take its spring outing—time to think about buying that baby carriage—time to ask yourself where you are likely to find a carriage that in style and finish and quality and price will just meet your wishes. If you'll ask us that last question we'll do our best to show you that you'll find the most satisfactory choosings here, and we'll agree to give back your money if you find you might have done better elsewhere.

# What JAS. J. CORBETT, the Athlete,

THINKS OF

# RIPAINS

Few men are better known throughout the world to-day than James J. Corbett, the stalwart young Californian, who has so often been victorious over all comers in the prize-ring, and who has also greatly distinguished himself upon the stage.

To-day Mr. Corbett appears in a new role, that of hotelkeeper. He has opened a fine cafe at 1,383 Broadway, New York, opposite Herald square, and has had it sumptuously and luxuriously furnished, at a cost of \$40,000. Besides being now the headquarters of aristocratic sporting men, it has become a regular rendezvous for Wall street bankers, brokers and business men generally. From before noon until closing time at night the bar and apacious parlors are filled with a respectable and well dressed crowd. The daily receipts are said to be over \$1,000.

Hearing that the redoubtable "Jim" was a constant user of Ripains Tabules, a reporter sought him in his saloon the other day and asked if the rumor were true.

"Sure," said the big fellow kindly, as he motioned the reporter to be seated. "But there's nothing strange about my using the Tabules. Do you know anybody who doesn't use them? Why, I think they are one of the indispensable things of the present day. All my friends take Ripains; my brother Tom swears by them. People have asked what a big, strapping athlete like myself wants with a medicine. Well, I tell them that I do not regard Ripains Tabules so much in the light of a medicine for the sick as a regulator for the healthy. Because a man takes Ripains it does not follow that he is sick or weak. I don't know what sickness is, and I guess I have a little strength left."

(Here the muscular young gladiator smiled at the reflection of his magnificent proportions in the opposite mirror.)

"Ripains are a tonic to the system," he continued. "And I find them most beneficial as a nerve settler after keeping late hours. In my business you know that late hours are the rule rather than the exception. It is seldom that I get to bed nowadays before 2 or 3 a. m. Try as you will your head is bound to ache unless the precaution is taken. In my case the precaution is a Ripains Tabule. I always take one before retiring, and am then sure of a sound sleep and of waking up without a headache.

When the above report was shown to Mr. Corbett he took his pencil and indorsed it as here shown.

*J. J. Corbett*  
Jas. J. Corbett

"Then, again, I find that Ripains Tabules are a splendid aid to perfect digestion. I cannot see how any one who regularly takes Ripains can ever suffer from distress after eating. I know for a fact that scores of my friends take them for this reason alone. And yet I don't think that any of them look upon Ripains as a physic. They are rather regarded as an article of diet, just as necessary to keep the system sound and strong as ordinary food or drink. This is why I do not like to hear the Tabules referred to as a medicine, although of course it is one."

"Then you do really experience a benefit from taking Ripains, Mr. Corbett?"

"Why, I wouldn't take them otherwise! The biggest and best advertising that your people have ever done would not tempt me to buy or try the Tabules a second time if I had not found them good at first."

"May I ask you how you first came to use them?"

"Why, let me see. It was in Chicago, I think, that I first took a Ripains Tabule. A friend of mine—and he was a doctor, too, by the way—gave me a Tabule at the hotel when I was feeling somewhat out of sorts from insomnia. I felt the tonic effect within an hour, and from that day to this I have never stopped taking them for more than a day or so. I only take two Tabules, as a rule, one in the morning and one on retiring. One thing that has greatly conduced to their popularity in my opinion, is the extremely neat and handy—I had almost said 'appetizing'—form in which they are offered to the public. They have a fragrant odor with them as soon as you open the box, and that predisposes one in their favor. Then they can be handled so cleanly and conveniently, kept in the vest pocket or lying around loose—anywhere, in fact."

"Can you suggest any better way that they might be offered to the public, Mr. Corbett?"

"No, indeed. I do not think that either the form of Ripains or their merits could be improved in any way. One thing I will say, however. I don't understand how such a good article can be sold at such a low price and yet afford even a small margin of profit, for, of course, I suppose that your people do not make the goods for their own health, although they are for the public health."

**WANTED.**—A case of bad health that R-I-P-A-I-N-S will not benefit. R-I-P-A-I-N-S, 10 for 5 cents, or 12 packets for 48 cents, may be had of all druggists who are willing to sell a low-priced medicine at a moderate profit. They banish pain and prolong life. One gives relief. Accept no substitute. Note the word R-I-P-A-I-N-S on the packet. Send 5 cents to Ripains Chemical Co., No. 10 Spruce St., New York, for 10 samples and 1,000 testimonials.

## DEPARTMENT OF CRITICISM.

*By Charles Austin Bates.*

Readers of PRINTERS' INK may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. PRINTERS' INK "pays the freight."

"Good Bread and How to Make It" is the name of a good booklet advertising Pillsbury's Best Flour.

The title page of the book says: "Good flour—The wheat and the making—How it differs from poor flour—Health-giving ingredients and how we secure them for Pillsbury's Best."

The book is full of plain, straightforward, sensible talk about flour. It is very good reading and very good advertising. It ought to, and probably would, influence any one interested in good bread, and that practically means everybody. It isn't technical at all, but simply sensible.

The first part of the book is taken up with straight talk, and the rest is filled with recipes for making good bread and other things with Pillsbury's Best Flour.

Some extracts of the book will show the style in which it is written, and at the same time give some examples of good flour advertising.

### GOOD FLOUR.

There is as much difference in wheat as there is in potatoes, and the difference in flour is greater than the difference in wheat. Good wheat is but the beginning of good flour.

The making of good flour isn't the mere grinding of wheat. If that were all, our thirty years of experience would count for naught, and Pillsbury's Best would never have secured the largest sale in the world.

We want to tell you all that good flour means. You can judge better then between common flour and Pillsbury's Best.

We own and control 250 country elevators and wheat-purchasing stations. Nearly all are located in the famous Red River Valley, North Dakota. Most people know that the best wheat in the world is grown there.

Not best merely because it looks best—wheat isn't grown for looks. The soil of the Red River Valley gives wheat more gluten, more phosphates, more health-giving, strength-sustaining qualities, than any other soil of the earth.

Pillsbury's Best is made only from this hard spring wheat. It will make from forty to sixty pounds more bread to the barrel than any winter wheat flour.

### OUR ANALYSIS.

We take no part for granted. The reputation of wheat counts for nothing with us; we analyze it.

We analyze the wheat from each station each year. If it isn't healthful and nutritious enough for Pillsbury's Best, we sell it to others.

Our standard is high. Though we get only wheat from the best wheat lands in America, most of that isn't good enough. We reject more than we use of even the best wheat that is

grown. What we use has a larger percentage of gluten and other healthful ingredients than any other wheat that is ground.

### THE MILLING.

When the wheat is selected by analysis, then the work of the millers begins.

These millers are the most skillful and experienced in the world. They have our thirty years of experience to guide them. They have the latest developments in modern machinery to help them.

Their skill comes in getting all the best from the wheat, and rejecting all that is inferior. Pillsbury's Best isn't a whole-wheat flour. Our new roller process includes some of the best parts of the wheat berry that the old process leaves out. But we reject the woody outer covering because it is injurious to digestion.

### ECONOMY.

You save one-fifth of your flour by using Pillsbury's Best. All pastry recipes are made for flour containing much less gluten. Use one-fifth less of Pillsbury's Best than such recipes call for. This is important.

In making bread, biscuits and pastry with Pillsbury's Best, be careful to have the dough as soft as you can handle it. The result will be light food, and food that will keep moist long.

This saving in flour is that much saving in money. Pillsbury's Best thus becomes the cheapest flour as well as the best. It is cheapest because it is best.

It is strange that more men do not do this kind of advertising. After all it simply amounts to telling the real facts about your goods in an interesting way. This seems to be the hardest thing in the world for many advertisers to do.

A booklet like this will convince the average man and woman that Pillsbury's Best is about as good a flour as can be made, and that the men who make it know all there is to be known about flour.

This is a good sort of interest to awaken, and it can be done by intelligent advertising. \*\*

The proprietors of the *Souvenir*, a weekly paper published in Jefferson, Ia., send me an ad of the Mammoth Store of their town.

This ad has been set up as a small imitation of the front page of a four-column paper. The columns are so narrow that the ad itself, with border and all, occupies about three columns of space, ten inches deep, in the paper.

The heading of the ad is, "The Mammoth Store," which occupies the place of the name of the paper. Three

columns are taken up with an account of a carpet sale set up like news matter, with a slug head, while the fourth column is headed, "A Busy Week," and is a news item of the town. Right in the center of the page is an ad announcing a special Saturday sale of spring wraps.

Such as it is, it is well done, but I do not think it is worth while. There is much too much straining after effect, and the effect is not so good as would have been obtained by an ordinary business-like, straightforward, three-column ad.

It is not necessary to delude a woman into reading a carpet ad or dry goods ad by any such scheme as this. Descriptions of goods with the prices are the best. You can not have too much of them. The time and labor spent in setting an ad like this is disproportionate to the effect secured. It would not have taken so long to set up a better ad. There is no advantage in putting ordinary news matter in an ad. A woman doesn't read an ad for city news, and doesn't care near so much for the news of the city as she does for the news of the store.

If this little ad of spring wraps had been enlarged to the whole three columns and good, short, intelligible descriptions given of the wraps, skirts and tailor-made suits given with the prices of them or some of them, the results would have been better.

I can not believe that the Mammoth Store will find this style of advertising as profitable as plain, straightforward dry goods advertising.

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Heavy black borders or heavy black and white designs, with more black than white, are the very best means of obtaining conspicuousness in a trade paper or agricultural paper.

When you have obtained your display in this way you can tell your story in the most direct way possible without paying any attention to display type. The picture will do the displaying; it will flag the reader's attention.

An ad has nothing to do but devote itself to telling the story.

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The best argument that can be put in an ad may be lost if the ad is not seen. The two things which an ad must try to attain are conspicuousness

and convincingness. They must be seen first, and then they must say something when they are seen.

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It is possible to do business without traveling men, but if a man is in a hurry to get business it is wise for him to employ all the known methods of pushing. Very few of us expect to live more than a hundred years or so, and it behooves us to hustle. We expect to retire some time and turn the business over to the boys, and we don't want to wait until we are entirely toothless and superannuated before we do it. Moreover, a push all together is a good deal more effective than half a dozen little pushes tried at different times. If you want to move a business, and move it quick, you must bring all kinds of pressure to bear on it. You want to reach the consumer through newspaper or magazine advertising and the dealer through circulars and letters, and in trade papers.

The inquiries you get from the consumer you will follow up by mail from your own office, or by referring the matter to a local dealer. Inquiries from new dealers you will follow up by mail, and if an inquiry looks at all like business you will send a man right there to talk it right out, and settle once and for all whether you get the order or whether you don't.

When you get through with the work you will be satisfied that you have done everything that you ought to have done to produce the result, and that if you don't get the order it is because of something over which you have no control.

If you did the magazine advertising without reaching the dealer by mail you wouldn't be doing all that you ought to—you wouldn't be providing your traveling men with sufficiently ripe "prospects."

If you employed the circular plan to dealers without utilizing the great leverage of magazine advertising you would not be doing as much as you ought to help the dealer to sell your goods, or as much as you ought to convince him that the goods will be easy to sell.

If you used the magazine advertising and the mail service on the dealer without employing traveling men you would find that many times a promising inquiry would develop into nothing.

ing because there was no one there to clinch the business.

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Advertising a town is an interesting problem. The following letter from the Business Men's Association of Pueblo, Col., shows one way in which it is being done:

PUEBLO, Col., March 14, 1899.

*Charles Austin Bates, New York, N. Y.:*

DEAR SIR—I have been reading your criticism and helpful suggestions on advertising for quite a long time, but do not remember having read anything emanating from your pen on the subject of "how best to advertise the resources of a city or country." There can be no doubt but that results of a satisfactory nature can be obtained if the amount of the needful is not limited, but "how" when the fund is small and a good deal is expected?

Last year our association got out an edition of 50,000 copies of the inclosed booklets and they were distributed among the business houses to be sent out in the ordinary course of their correspondence. They will readily fit a commercial-size envelope and do not require extra postage where the letter is the usual business one. Matter that will bear the strictest investigation only was permitted to enter between the covers, and the arrangement of the sub-headings is such that in a few moments' time the subject wanted can be found.

The Arkansas Valley Press Association met here yesterday and were entertained at our expense. They also met here last year and received some consideration at our hands, and when they got home many nice things were said about Pueblo. It resulted in the merchants reporting increased trade from all the territory represented by the scribes, and trade from sections of the country they had never before sent goods into. Acting on this experience we gave them a more hearty welcome. Inclose you menu served, but it may not be perfectly plain, as it partakes of a local nature somewhat. Where it was possible Pueblo products were served.

If you think the information asked for is worthy your time and reply through the columns of the Little Schoolmaster, it will greatly oblige, yours very truly, JOS. D. GLASS.

This seems to be an exceptionally good way.

The booklet, while not gotten up in an especially striking or attractive style, contains a great deal of interesting reading about Pueblo and its resources.

The letter-head calls Pueblo "the Pittsburgh of the West."

In the booklet are given such facts as Pueblo as a home, cost of living, schools, churches, amusements, products of the Arkansas Valley, cost of land, factories wanted, and supply of steam and coal.

It embraces the subjects pretty generally, and makes quite a good-sized booklet, as it is printed in small type.

The idea of a dinner to a visiting organization, in which, as far as possible, Pueblo products were served, is

certainly a good one. I will reproduce the menu, as it will be of more or less interest to newspaper men.

#### DINNER.

New York Counts—From the effete East.  
Celery—Not Paine's, but raised in Pueblo.

Tomato Bisque—The Famous Pueblo.  
Consomme Imperial—Our idea of Expansion.

Olives—Italian climate.

Radishes—Pueblo grown.

Gherkins—Meeker's best.

Boiled Fillet of Trout, Hollandaise, Potatoes, Parisienne.

"Zounds! Let's hit the Pike. Let no Carping critic come to our Succor."

Leg of Mutton, Caper Sauce.

The proper caper from the lower valley.

Veal cutlets, Breaded Marechale Sauce, Bean Saute—Nonpareil plate-matter (space-filler).

Mushroom Saute, en cases—both upper and lower.

Spanish Puff Fritters, Wine Glace, a la Cevera.

Roast Turkey, Cranberry Sauce.

"Get in your work, Van Gundy."

Sugar Beets—Pull for a factory.

Mashed Potatoes—"Go West, young man."

Prime of Beef, own Gravy. Spring Round-up.

Brown Sweet Potatoes, Rocky Ford.

Lettuce, French Dressing—From Pueblo

Gardens.

Vanilla Ice Cream, Flavored with American

Extract made in Pueblo.

Mince Pie. Pumpkin Pie.

"The kind that mother used to make."

Strawberry Jelly, with Cream—The Fremont

County kind.

"T. F."

Assorted Cakes. Fruit. Wafers. Cheese.

Coffee.

"More exquisite than nectarine juice."

Lithia Water Champagne Mist.

The Grand Hotel Bottling Works.

According to Mr. Glass' letter, this plan has proved successful. The merchants of Pueblo have already felt the increased trade which has come from this kind of advertising. This proves conclusively that this is a good thing to do. It is a plan also that any town of reasonable size can follow to good advantage.

Although Mr. Glass does not say so in his letter, I presume that these booklets are distributed among the merchants and inclosed in all their business correspondence. They thus gain a wide circulation and are received by men who are looking for locations of factories or other enterprises. The newspaper men would of course comment on the dinner in their own papers, which would have the effect of advertising the town and bringing more or less trade there.

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Display is brought about by contrast. If you set the first line of an ad in large type and all the rest in small reading type it will be more conspicuous than if you display every other line in it.

# Good Things to Know



In Placing Street Car Advertising you should (to save annoyance) consult only reliable parties. There are big and little concerns in every business—the little people may be good, but business men have no time to waste finding that out. In Street Car Advertising we stand at the head, with an experience of over twenty-three years, the largest and best list of cities, service that is approached by *none!* A perfect system of branch offices and employees to look after all our cars, guaranteeing our customers all and more than they contract for.



**GEO. KISSAM & CO.,**

**253 Broadway, New York.**

## The Advertising Rates

OF THE

# New York Journal

And Advertiser

AND THE

# New York Evening Journal

Were not increased April 1st without a reason.

## The Great Increase in Circulation

Which has been made since January 1, 1899,

Places the

# New York Sunday Journal

150,000 above any other Sunday newspaper in the world, and the

# New York Evening Journal

120,000 ahead of any other daily newspaper in America.

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With a gross advertising rate of 40 cents an agate line in the MORNING JOURNAL and EVENING JOURNAL, and 40 cents and 45 cents an agate line in the SUNDAY JOURNAL, there can not be any doubt about the JOURNAL being the greatest advertising proposition in America.